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BROADCASTING TELECASTING

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Page 23

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Page 25

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Page 27

Part II of WHAN Iowa Study
Page 25

TELECASTING
Begins on Page 65

21ST
The Newsweekly of Radio and Television
year

In three weeks, the 1952-53 boxing season starts on New York's Number 1 sports station, WOR-TV.

Boxing on channel 9 packs a sales wallop, delivering...

* *the largest local sports audiences*
* *action-packed bouts, promoted by Joe McKenna and the Monahan Brothers*
* *blow-by-blow and color by Stan Lomax and Dick Nesbitt*
* *mass selling at one of the lowest costs-per-thousand on New York TV*

WOR-TV, channel 9 serving more than 3,000,000 TV homes in the world's biggest market

XUM

17 YEARS OF PROGRESS

... and Still Going Strong!

Back in 1935... when Oshkosh B'Gosh, Inc., started advertising on WLS...their product consisted chiefly of overalls and their annual sales volume was quoted in six figures.

In 1952... after seventeen consecutive years of WLS advertising... Oshkosh B'Gosh products include more than thirty classes of work clothing such as jeans, matched shirts and pants, coveralls, coats, caps, etc., in addition to overalls... the floor space of their plant has been increased nearly fifty per cent, and the efficiency more than doubled... and their sales volume amounts to millions of dollars annually.

We don't claim that WLS did it all... but the very fact that Oshkosh B'Gosh, Inc., has advertised consistently on WLS for seventeen consecutive years, is convincing evidence of the part WLS has played in this progress.

WLS can get comparable results for *you*. See your John Blair man... or contact us... today.

WLS GETS RESULTS *for the* **CLOTHING INDUSTRY**

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK REPRESENTED BY JOHN BLAIR & COMPANY

WSAR

in the
FALL RIVER
NEW BEDFORD
MARKET

1 Delivers the Most Coverage

Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

2 Delivers the Highest Ratings

WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners

Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

WSAR
Fall River-New Bedford
5000 Watts • ABC Affiliated

Represented Nationally by
Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

What's in a name?

Fourteen-year-old Cynthia Mae Snyder of York, Pennsylvania, recently discovered just how important a name can be. In a contest to choose a new name for York's County Home, Cynthia won a fifty-dollar prize. Her prize-winning suggestion: "Pleasant Acres." A sign bearing the new name was contributed to the County Home by Mrs. Lowell Landis, also of York.

When Cynthia appeared at the York County Court House to receive her prize from York County Commissioners Jennings B. Hartman, Walter L. Trout, and E. J. Fitzgerald, a WGAL-TV cameraman recorded the occasion for the television audience. WGAL-TV consistently demonstrates the thoroughness of its varied news coverage by bringing its viewers newsworthy happenings of interest to the area.

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

THOUGHT BEING given in official quarters to eventual sharing of presently reserved non-commercial educational channels, following pattern of early days of radio. Channels could be split, it's felt, so that commercial licensees could use half-time with balance licensed for non-commercial educational. But this is seen as possibility some months hence—after opportunity has been given for picking up of educational reservations.

FIRST exhaustive analysis of radio management and rate practices soon to start under NARTB auspices, with professional management firm retained for field work. Identity of selected stations not to be divulged.

WHEN WILL FCC give green light to licensed TV stations to use maximum permissible powers? There's strong sentiment to lift lid by Nov. 1, permitting stations on VHF Channels 2-6 to go to maximum 100 kw ERP and on Channels 7-13 to 316 kw. In UHF, maximum authorized ERP is one megawatt (1 million watts) but there's no immediate prospect of generating that energy. In its temporary processing procedure, FCC said it will issue announcement on power boost policy "at earliest practicable date."

THAT 14% cut in network compensation that stations will take under NBC's new plan (story page 23), according to insiders, was not set purely in effort to go CBS Radio one better. CBS Radio's cut to affiliates, while put at 15% actually nets down to about 13.9% when next February's daytime rate rise for present advertisers becomes effective, NBC slide-rulers figured. So NBC rounded its figure to straight 14%.

KENYON & ECKHARDT, New York, understood to be about to get new account effective Oct. 1 with billing of somewhere between three and six million.

REVERE Copper & Brass may turn to alternating week sponsorship of NBC-TV *Meet the Press* when present contract expires. There's concern in some company quarters over show's cost. Gross time charges were $772,890 for 52 telecasts last year and $523,575 for first half of 1952—before discounts—according to PIB data.

LOOK for FCC to take wraps off Conelrad, permanent broadcast alert system, in next fortnight. Both Defense Dept. and National Security Resources Board have approved it. When announced, FCC will prescribe rules and regulations and take other action to remove plan from present interim phase. Federal Civil Defense Admn. is readying Conelrad program format for use by stations.

HERE's GOP prescription for radio-TV advertising program of Eisenhower-Nixon campaign: lots of time on NBC radio-TV; some on CBS Radio and Television; directionalized

(Continued on page 6)

PETRILLO BANS VOICE RECORDINGS

JAMES PETRILLO, president of American Federation of Musicians, Thursday took his long-awaited step on cracking down on disc jockey practice of using recorded voices of band leaders on programs. He served notice on booking agents licensed by Federation that all members and band leaders are barred from recording their voices on personal appearance transcriptions. Mr. Petrillo said voices of leaders on disc jockey programs create illusion they are in studio and taking part in broadcast and added that only disc jockey, and not live musician, benefits financially by practice.

REGISTER-VOTE GROUPS GET GOVERNORS' AID

CHAIRMEN of NARTB state Register & Vote Committees obtaining cooperation of governors in all states in campaign to get citizens to take part in November election, according to John F. Patt, WGAR Cleveland, national NARTB chairman.

Special registration week, Sept. 16-23, designated by Gov. Theodore McKeldin, of Maryland, for that state. John E. Surrick, WFBR Baltimore, is state chairman. California has just completed similar week, set aside by Gov. Earl Warren. Lloyd E. Yoder, KNBC San Francisco, is state chairman.

NEW SALES, RENEWALS AMOUNT OF $4,160,000

TWO NEW SALES and six renewals amounting to $4,160,000 in gross billings for NBC radio were announced Friday by John K. Herbert, NBC sales vice president.

New business: Miller Brewing Co., Milwaukee, *The First Nighter*, 10:35-11 p.m. EST, for 52 weeks starting Oct. 7, through Mathisson & Assoc., Milwaukee, and R. J. Reynolds Tobacco Co., Winston-Salem (N. C.) *Camel Scoreboard* 5:30-5:45 p.m. EST for nine weeks starting Oct. 4 through William Esty Co. Inc., N. Y.

Renewals: De Soto Motor Corp., Detroit, *You Bet Your Life*, Wednesday, 9-9:30 p.m. EST, starting Oct. 1, through BBDO, New York; R. J. Reynolds Tobacco Co., *Grand Ole Opry*, Saturday 9:30-10 p.m. EDT, through William Esty Co.; Liggett & Myers Tobacco Co., New York, *Dragnet*, Sunday, 9:30-10 p.m. EDT, effective Sept. 14, through Cunningham & Walsh, New York; Assn. of American Railroads, Washington, *The Railroad Hour*, Monday, 8-8:30 p.m. EST, starting Sept. 29, through Benton & Bowles, New York; Gulf Oil Co., Pittsburgh, *Counterspy*, Sunday, 5:30-6:00 p.m. EST, effective Oct. 5 through Young & Rubicam, New York, and Faultless Starch Co., Kansas City, *Faultless Starch Time*, Sunday 11-11:15 a.m. EST, beginning Oct. 5 through Bruce Brewer & Co., Kansas City.

RCA DIVIDEND

RCA announces dividend of 87½ cents per share on outstanding shares of $3.50 cumulative first preferred stock for period from July 1 to Sept. 30, 1952, payable to holders of record at close of business on Sept. 15.

BUSINESS BRIEFLY

DUZ SPOTS ● Procter & Gamble Co. (Duz) through Compton Adv., N. Y., buying daytime minute announcements in South and Southeast radio markets starting Oct. 1.

NESTLE BUYING ● Nestle Co., White Plains, N. Y. (Nescafe), buying radio spots in three states, starting Sept. 8, to run through end of year. Sherman & Marquette, N. Y., is agency.

BEST IN WISCONSIN ● Best Foods, New York, buying radio spot campaign in Wisconsin only, starting Sept. 8 for 13 weeks to promote its mayonnaise. Benton & Bowles, N. Y., is agency.

PEN PROMOTION ● W. A. Sheaffer Pen Co., Fort Madison, Iowa, will promote its new Snorkel pen with three pre-Christmas shots on NBC-TV's *Show of Shows*. Half-hour segments will be sponsored Oct. 4, Nov. 1 and Dec. 13. Agency: Russel M. Seeds, Chicago.

OAKITE PLACING ● Oakite Products, New York, through its agency Calkins & Holden, Carlock, McClinton & Smith, same city, placing radio spots on women's participation shows, starting end of September for 13 weeks in few selected markets.

COLUMBIA RECORDS ● Fall advertising of Columbia Records will include radio plus series in magazines, designed to familiarize potential customers with top Columbia artists

(Continued on page 98)

NBC WORKS OVER LANGUAGE OF CONTRACTS

NBC officials late Friday were still at work on language of affiliation contract amendments embodying proposed new rate-and-discount structure (early story page 23). They hoped to complete work in time to get amendments, with covering letters, into mails during weekend. Text of resolution in which affiliates at Chicago meeting approved new plan is as follows:

Subject to individual negotiations, it is the sense of the NBC affiliates here assembled that the NBC proposal re adjustments of discounts to network advertisers is unavoidable at this time, and—

The affiliates feel that their sharing in the decreased revenues resulting is equitable.

OFFICIAL FILMS CONTRACT

OFFICIAL FILMS Inc. announced Thursday signing of $10 million contract involving three filmed television programs and one radio program. Shows include: *My Hero*, starring Robert Cummings, to be sponsored by Dunhill cigarettes over NBC-TV (also radio version over NBC); *Terry and the Pirates*, Canada Dry Ginger Ale on spot network and *Four Star Playhouse*, Singer Sewing Machine Co., CBS-TV.

for more AT DEADLINE turn page ➤

at deadline

NARTB GROUP TO STUDY ALL-MEMBER INSURANCE

NEW committee to investigate plans for joint NARTB member station insurance rates named Friday by President Harold E. Fellows. Roger W. Clipp, WFIL Philadelphia, named chairman. Other members are Gilmore N. Nunn, WLAP Lexington, Ky.; Edgar Kobak, WTWA Thomson, Ga.; Harold Essex, WSJS Winston-Salem, N. C.; Calvin T. Lucy, WRVA Richmond, Va.

Staff studies by NARTB covering tower, libel and other forms of insurance will be reviewed by committee, which is charged with developing plans for board consideration. Substantial savings in premium payments for member stations indicated by underwriters' proposals.

WGN GIVES EQUAL TIME

NOT only has WGN Chicago given time to Wisconsin attorney Leonard F. Schmitt to reply to Col. Robert R. McCormick's endorsement of Sen. Joseph R. McCarthy in Aug. 23 talk (see story on page 46), but it has also set aside five minutes for Edward J. Finan, another contender for Wisconsin GOP senatorial nomination. Expected also to ask for time to reply are following Democrats who oppose Republicans endorsed by Col. McCormick in same Aug. 23 talk: W. Stuart Symington, running against Sen. James P. Kem (Mo.); Michael V. DiSalle, opposing Sen. John W. Bricker (Ohio); Rep. Henry M. Jackson, opposing Sen. Harry P. Cain (Wash.); Gov. Henry F. Schricker, running against Sen. William E. Jenner (Ind.). All are to ask for time under revised FCC Mayflower ruling that broadcaster may editorialize but must also give oppositive time to present its case.

WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc., applicant for VHF Channel 8 at Portland, Ore., where it operates KEX, petitioned FCC Friday to enlarge issues in competitive hearing on that channel to allow comparative consideration of (1) various areas which Grade A and B contours of respective applicants' stations will cover and (2) type of technical service that will be rendered by respective applicants within such contours, assuming areas to be covered are substantially identical. Petition recalled issues were unsettled at prehearing conference and examiner suggested problem be put to Commission [B•T, Sept. 1].

FCC DENIES ACLU PLEA

REQUEST for revocation of FCC's renewal of licenses of ABC, CBS, NBC stations and WPIX (TV) New York by American Civil Liberties Union was denied by Commission Friday. ACLU asked for clarification of renewal action last June [B•T, June 16] and for rehearing on its original petition charging use of blacklist by networks and station [B•T, April 14]. Commission said nothing in new petition justified change in its grant of license renewals. Commission still has not acted on call for investigation on use of blacklist by networks and stations.

In this Issue—

NBC will adopt new radio discount plan to match CBS Radio's reduced prices, if it can get enough acceptances from stations, which must take a straight 14% cut in revenue from network. Target date is Sept. 29. *Page 23.*

NIELSEN Coverage Service Survey finds that America is nearing saturation by radio. There are sets in 98% of the nation's homes. *Page 25.*

FORD Foundation grants $5 million to finance educational television. Part of it is earmarked to help build non-commercial stations, with between $100,000 and $150,000 of Ford money tagged for each. *Page 36.*

IN a special article, a practicing telecaster gives future TV operators some tips on managing stations in markets of medium size. *Page 68.*

TALL TV towers are here to stay despite feared menace to aircraft. The working committee of representatives of government, air interests and broadcasters has concluded that tall towers are necessary. Committee recommends only slight changes in present specifications on painting and lighting. *Page 27.*

RCA argues to quash provisions of federal grand jury subpoena that is considered preliminary to anti-trust investigation in electronics industry. *Page 28.*

ONE-FOURTH of the TV audience in Iowa is annoyed by TV commercials. Most objections are aimed at tobacco and beer commercials. *Page 25.*

ABC officially announces appointment of Edward Petry & Co. and John Blair & Co. as national sales representatives for its owned and operated stations. *Page 26.*

SIX more TV stations (all UHF) granted. Total grants since thaw: 49. *Page 65.*

SUMMARIES of TV grants and applications for the week begin on *Page 66.*

Upcoming

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16 meeting, Del Coronado Hotel, Coronado Beach, Calif.

Sept. 10 BAB Sales Clinic, Louisville.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

(Other Upcomings, page 36)

Closed Circuit

(Continued from page 5)

use of ABC-NBC-MBS radio outlets, utilization of regional networks; flood of local spot.

KASTOR, FARRELL, CHESLEY & CLIFFORD, N. Y., will be appointed agency for Vitamin Corp of America (Rybutol). Account was resigned by Duane Jones, New York, last month. VCA will sponsor quarter hour sports roundtable immediately preceding and following each World Series game broadcast on Mutual.

DEGREE of interest in FCC action on ABC-United Paramount merger being manifested in deluge of inquiries at FCC from members of Congress in behalf of broadcaster-constituents. Almost invariably, it's learned, inquiries are prompted by stations affiliated with ABC, which bemoan plight of ABC in lining up fall business because of merger pendency.

EVIDENTLY bent upon balancing its books on radio vs. TV, *Fortune* will run next month feature length article on WNEW New York as phenomenon among radio independents. Following by nine months piece it did on WTMJ-TV, showing rather fabulous figures, WNEW piece will reveal that station grosses in neighborhood of $3,000,000 with net of $900,000 before taxes. Another national magazine also doing profile on WNEW, probably to run in October too.

WITH Paul Dobin's resignation as chief of Broadcast Bureau's Rules and Standards Division (see story on page 66), there's speculation on successor. Believed in line is Arthur Scheiner, assistant chief, who back-stopped Dobin in getting out complex and voluminous "Sixth Report and Order" setting up TV allocations and rules. Scheiner is 1940 graduate of Columbia U. Law School, joined FCC after five years in Army.

JUST ABOUT busiest operation in Washington these days is Motion Picture Assn. of America, preparing case for theater TV, scheduled to get under way before FCC on Oct. 20 after half-dozen postponements. Heading up staff is Edward Cooper, MPAA's TV specialist and former communications expert of Senate.

IN CASE you wondered how long it takes non-commercial educational applicant to get its CP after filing . . . U. of Houston and Houston Independent School District, which jointly filed for VHF Ch. *8, had their application accepted for filing on Aug. 13. They got their CP on Aug. 20.

TEMPORARIES ISSUED

FCC announced late Friday that special temporary authorization has been granted WKRC-TV Cincinnati and WSAZ-TV Huntington to operate on new channels allocated when Commission adopted Sixth Report & Order [B•T, April 14]. WKRC-TV moved from Channel 11 to Channel 12, keeps present ERP of 24.5 kw visual, 12.3 kw aural with antenna 610 ft. above average terrain. WSAZ-TV, originally on Channel 5 but now on Channel 3, granted STA which specifies ERP of 84 kw visual in maximum direction and 16.8 kw visual in minimum direction. WSB-TV Atlanta, which has been on CP since 1948, was granted license for its Channel 2 operation with ERP of 50 kw visual.

for more AT DEADLINE see page 98

YOU Get The BIG Audience On KRNT

DES MOINES RADIO

Latest Hoopers show it again (or look at any for the past 5 years). KRNT (CBS Radio) delivers the BIG audience day and night in Des Moines. Morning—KRNT, 42.9% (that's 101.4% greater than No. 2 station). Afternoon—KRNT, 45.5% (that's 96.9% greater than No. 2 station). Evening—KRNT, 33.8% (that's 39.7% greater than No. 2 station). Proof again—KRNT is the BIG-time buy. You're right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated, station in Des Moines. Katz represents the Register and Tribune station.

WIBC 50,000 WATT STATION Indiana's First and Only

The Honorable Alex M. Clark
Mayor of Indianapolis

"Indianapolis is proud of WIBC and its unmatched record of public service to the people of Indiana"

● WIBC has won the praise of many prominent Hoosiers like Mayor Clark for its frequent contributions to the community. Hoosiers appreciate WIBC's leading coverage of news, educational, religious, and farm affairs, and its marked emphasis on public forums. Other efforts such as the WIBC Civil Defense Manual, published recently in cooperation with national and local authorities, have also received widespread commendation.

Thousands of letters every week testify that WIBC's civic-mindedness has helped build up the state's largest following of loyal and regular listeners.

WIBC, Inc.—30 West Washington Street ● Indianapolis 6, Indiana

WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & CO., *National Representatives*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Nickens, Blanche M. Seward, Wanda Speights; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Joan Sheehan, Emmy Lou Helmer; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth D. Ebert, Ernest Kanelopoulos, Elwood M. Slee, Edward McDonald.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355.* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston. Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING ● TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING ● TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING ● Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ●—The News Magazine of the Fifth Estate. Broadcast Advertising ● was acquired in 1932 and Broadcast Reporter in 1933.

●Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

LO! the first Meat Packer

When an Indian brave got sick, the medicine man used a fancy buffalo-horn headdress to scare out the evil spirit.

Today, your physician uses insulin, cortisone, epinephrine and other "wonder drugs" that are considerably more effective, but come from the same source—*meat animals.*

This, and other examples in the cartoon above, shows that our first citizens depended on meat animals in many ways—just as we do today.

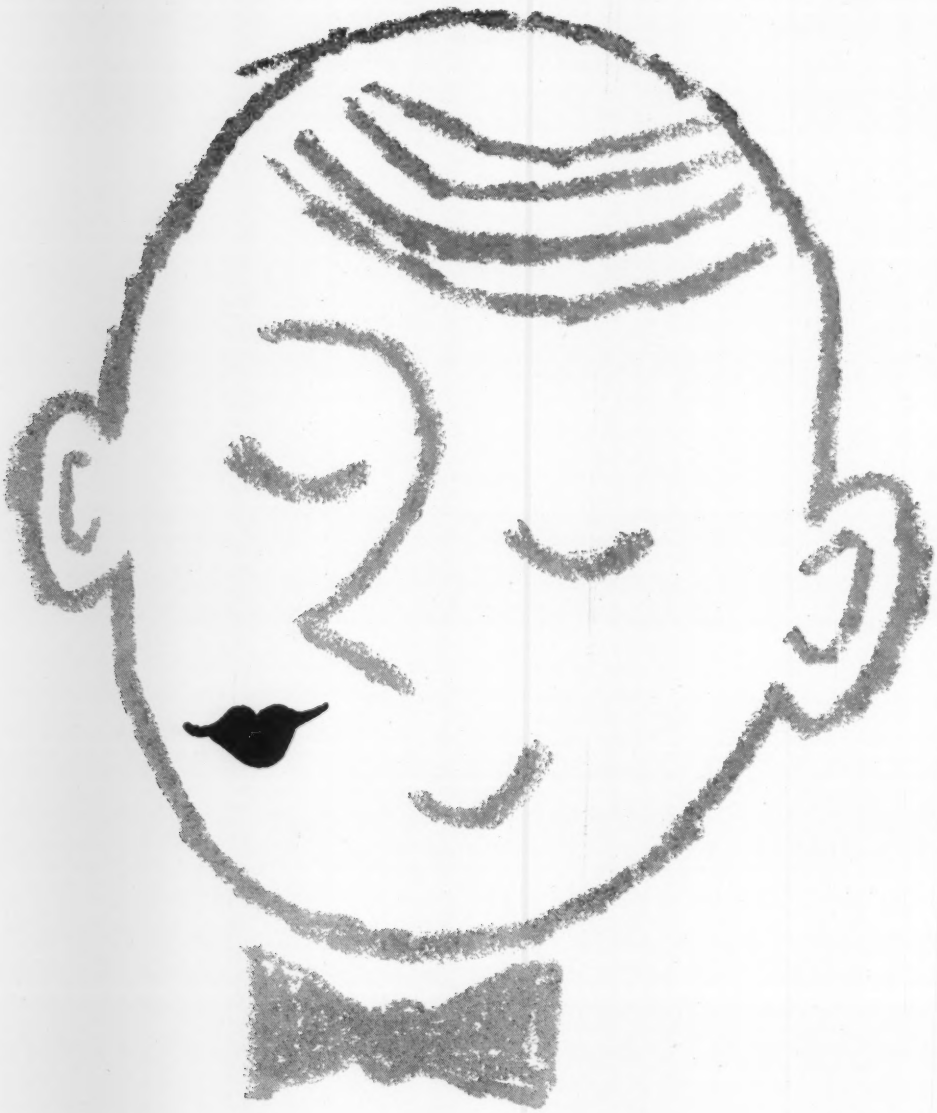
But there's a big, important difference (aside from modern efficiency and the fact that today's packers have to pay for their raw materials). The Indian tribe had to follow its meat supply from one hunting ground to another.

Now, more than 4,000 meat packing companies, serving as assembly points for livestock and distribution centers for meat, allow us to stay put, and let the meat come to us.

Meat packers not only provide meat *where* we want it—*how* we want it—*when* we want it, but they do so at the *lowest service cost* of almost any food.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • *Members throughout the U. S.*



SOME SPOTS ARE BETTER THAN

For the best spot, at the right time, at the

OTHERS

. . . but there is no need to guess where they are.

Agencies and advertisers are getting the habit of coming to NBC Spot Sales *first* for the last word on radio and television spot advertising problems.

When you want up-to-the-minute research information, market data, copy clearance rulings, and TV film and slide specifications – call NBC Spot Sales. And even if you're not a client – don't hesitate, pick up your phone and get the NBC Spot Sales service habit.

representing
RADIO STATIONS:

WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
KOA	*Denver*
WRC	*Washington*
WNBC	*New York*

representing
TELEVISION STATIONS:

WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*

right place NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Denver Charlotte Atlanta**

**Bomar Lowrance Associates*

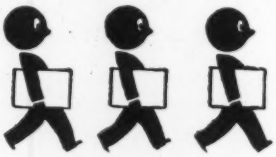
READY FOR MERCHANDISING WITH A CAPITAL "M"

Recognizing the vital importance of merchandising, and its relationship to sales, "SPEEDY" has rolled up its sleeves for action. WSPD's newly augmented Merchandising Department, with its eye on every cash register in Toledo and close contact with retail and jobber outlets will become an *integral* part of every local sales organization. For 32 years this Pioneer Station has reached the consumer and created buyer's desire—now we are reaching out as a working partner to the point of sale. From shelf to cash register—Northwestern Ohio's *leading sales station* is ready to Merchandise your product with a capital "M"—to "RING UP" more sales than ever before.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ



agency

GEORGE J. ZACHERY, Geyer, Newell & Ganger, N. Y., and FRANCIS C. BARTON, vice president at Federal Adv., to Lennen & Mitchell, N. Y., as head of radio-TV production and business manager, respectively. ANTHONY LaSALA, production and traffic staff, Geyer, Newell & Ganger, elected vice president and assistant to general manager.

Mr. LaSala

JOHN C. MOORE, partner of Aubrey, Moore & Wallace Inc., Chicago, to Western Adv. Inc., L. A., as vice-president and account executive.

EDMUND M. PITTS, account executive, Dana Jones Co., L. A., to Anderson-McConnell Adv., that city, in similar capacity.

PETER J. SMITH, WDTV (TV) Pittsburgh program director, to Fuller & Smith & Ross, N. Y., as assistant production supervisor in charge of daytime radio and TV.

on all accounts

NORMAN AND IRVING PINCUS, package producers of *Ellery Queen, Mr. I. Magination* and *Authors League Theatre*, came to radio and television with roots planted firmly in the legitimate theatre. For a generation their family owned and operated the celebrated Longacre, Imperial and Alvin Theatres in New York.

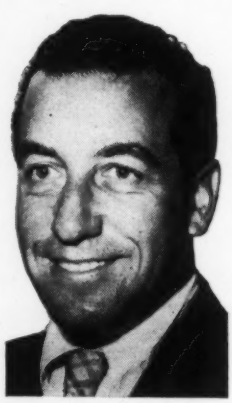
Norman's first job after graduating from Columbia U. was managing the Alvin where, under his management, the theatre became known as the House of Hits. He was responsible for booking such classics as "Music in the Air," "I'd Rather Be Right," "Anything Goes," "Something for the Boys" and "Lady in the Dark."

Irving began his career as Howard Lindsay's assistant in "Anything Goes." He became stage manager of "Red Hot and Blue," and then with brother Norman produced his first play, "The Good," by Chester Erskine. With Joshua Logan, he co-authored the Rogers-and-Hart musical, "Higher and Higher," which later became a Frank Sinatra screen vehicle. He also was co-author, with Frank Gabrielson, of "The More the Merrier," which was directed by Otto Preminger and produced by the Pincus brothers. This later was made into a movie starring Jean Arthur and Joel McCrea.

The Army interrupted Irving's career in 1942. He spent three years in the Air Corps.

In 1945, after the war, he returned to civilian life and a job as general manager for Billy Rose's "Seven Lively Arts." He also started to write for radio. He was co-author of "Father, Dear Father," an original story which was sold to the Ford radio hour and

(Continued on page 42)



IRVING PINCUS

NORMAN PINCUS

beat

PHIL GRANT, advertising manager, Blue Moon Foods, N. Y., to copy staff, VanSant, Dugdale & Co., Baltimore.

WILLIAM E. BELLMAN, formerly announcer and producer of Canadian Bcstg. Corp., Vancouver, to James Lovick Co. Ltd., that city, as manager of radio department.

DOUGLAS R. YOUNG has acquired sole interest in Taggart & Young Adv., L. A., following retirement from ad agency field of EARL L. TAGGART. Name will remain the same.

ANDERSON-McCONNELL Adv., ENYART Adv., and BRUCE L. ALTMAN Adv., L. A. join Southern California Adv. Agencies Assn.

ROBERT F. DEGEN, account and merchandising executive, Ted Bates & Co., N. Y., will teach course in "Marketing of Drugs and Cosmetics" at New York U. School of Commerce, Accounts and Finance, starting Sept. 22.

JACK CONWAY, program department of Canadian Bcstg. Corp., Toronto, to William Gent Co., Ltd., Toronto as radio and television director.

ROBERT F. ERTELL returns from service with Army to join Casler, Hempstead & Hanford, Chicago.

ROBERT L. KORNHAUSER, Corday & Gross Co., Cleveland, to Lang, Fisher & Stashower, same city, as account executive.

FREDERIC A. KUMMER, chief copy and plans director, VanSant, Dugdale & Co., Baltimore, to Ross Roy Inc., Detroit as advertising copy supervisor.

JOHN C. STROUSE, Kenyon & Eckhardt, N. Y., to Cunningham & Walsh Inc., that city.

JAMES IRVING Jr., E. I. du Pont de Nemours & Co., to John Falkner Arndt & Co., N. Y., as account executive.

MARVIN S. REESE, new products editor, *Tooling & Production* magazine, Cleveland, to copy staff, Fred Wittner Adv., same city.

LAWRENCE F. CROWLEY, copywriter, Henri, Hurst & McDonald, Chicago, to Russel M. Seeds, same city.

JOSEPH BAUDINO (l), vice president-general manager, Westinghouse Radio Stations, and W. C. Swartley (r), station manager, WBZ-AM-TV Boston and WBZA Springfield, present Harold Randol (2nd from l), WBZA chief engineer, with a 30-year service pin, and C. S. Young (3d from l), assistant to the station manager, with a 35-year service pin at a luncheon in their honor at Boston's Algonquin Club.

Spots with WHAM PERSONALITIES

TO MOVE A PRODUCT AT LOW COST

UNIVERSITY OF TULSA SEP 10 1952 LIBRARY

Clockwise Women Only

MORT NUSBAUM

This master radio persuader provides the urge to buy and makes sales zoom. His low cost per thousand listener impression sales boosts have made business grow for sponsors on CLOCKWISE and FOR WOMEN ONLY.

Cinderella Weekend

ROSS WELLER

Offer of a free weekend in New York City and real entertainment lured 40,000 to attend this audience participation quiz show last year. Conversion of his audience to buyers and boosters of the products he sells comes natural to Ross Weller.

➤ **Ask us about WHAM's high Pulse, low cost per thousand coverage of the rich 16-county primary market where most of the people listen 99.3% of the time to WHAM.**

The STROMBERG-CARLSON *Station*

WHAM

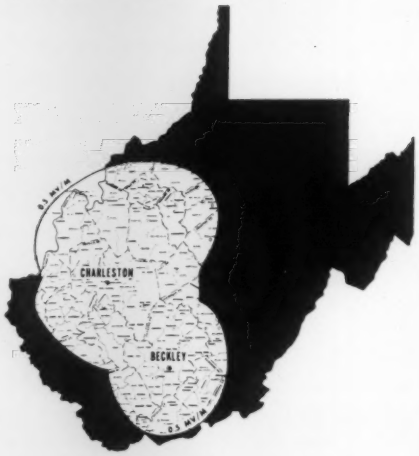
Rochester, N.Y.

Basic NBC - 50,000 watts clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*

one low rate "corners" this

great West Virginia Market



Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	$543,571,000
FOOD SALES	$111,735,000
GENERAL MERCHANDISE SALES	$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	$29,969,000
EFFECTIVE BUYING INCOME	$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER	Two power-packed stations to provide a double "knockout" punch . . with FM for good measure.
PROGRAMMING	The best in ABC and CBS network radio, plus a local flavoring of programming and news.
PROMOTION	Publishing monthly audience-building consumer magazines to help promote your program and product.
EXPERIENCE	Operated jointly and staffed by competent, capable personnel who live . . and love . . radio.

it costs less when you use "Personality"

WJLS
WJLS-FM
BECKLEY—560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA
WKNA-FM
CHARLESTON—950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED & CO.

new business

Spot • • •

FAULTLESS STARCH Co., Kansas City, renews *Faultless Starch Time* on 53 NBC stations from Oct. 5 for 52 weeks. Quarter-hour show originates Sundays at WLW Cincinnati. Agency: Bruce B. Brewer Co., Kansas City.

LESLIE SALT Co., S. F., renews *Meet the Missus Varieties* on 19 CBS Pacific radio stations, Sat., 11:30 a.m.-12 noon, PDT, for 52 weeks from Sept. 20. Agency: Long Adv. Service, that city.

BOHEMIAN DISTRIBUTING Co., L. A. (Bulldog beer), started test spot announcement campaign on KENO KLAS KORK and KRAM Las Vegas for three weeks from Aug. 28. Agency: Foote, Cone & Belding Inc., L. A.

S. C. JOHNSON & Son Ltd., Brantford (floor wax), has started twice daily spot announcement campaign for five weeks on 45 Canadian stations. Agency: Needham, Louis & Brorby of Canada Ltd., Toronto.

MARLENES Ltd., Toronto (Nil-O-Nal hair shampoos), has started quarter-hour weekly programs on 60 Canadian stations. Agency: O'Neil, Larson & McMahon, Toronto.

Network • • •

ARTONE COLOR Corp., N. Y. (Fabricolor), to sponsor segments of ABC radio's *Top of the World* and *Postmark USA* effective second week in September. This marks firm's first use of radio. Business is placed direct.

CHEMICALS Inc., Oakland (Vano liquid starch & Vano cleaner), starts five minutes of Bob Garred's newscasts, Mon. through Fri., 7:30-7:40 a.m., PDT, and Chet Huntley's news analyses, Mon. through Fri., 5:30-5:45 p.m., PDT, on 36 ABC Western radio stations, for 13 weeks from today (Monday). Agency: Sidney Garfield & Assoc., S. F.

AMERICAN TOBACCO CO., N. Y. (Lucky Strike cigarettes), starts *Biff Baker, U. S. A.*, filmed by Revue Productions, on CBS-TV, Thurs., half-hour, from Nov. 6. Agency: BBDO, N. Y.

COLGATE-PALMOLIVE-PEET Co., N. Y. (Colgate Chorophyll toothpaste, Colgate brushless lather shave cream, Veto spray & cream deodorant), starts *Mr. and Mrs. North*, filmed by Federal Television Corp., on CBS-TV, Fri., 10-10:30 p.m. EST for 39 weeks from Oct. 3. Agency: Sherman & Marquette Inc., that city.

Agency Appointments • • •

GENERAL MILLS, Minneapolis, names N. W. Ayer & Son, Phil., to handle institutional advertising.

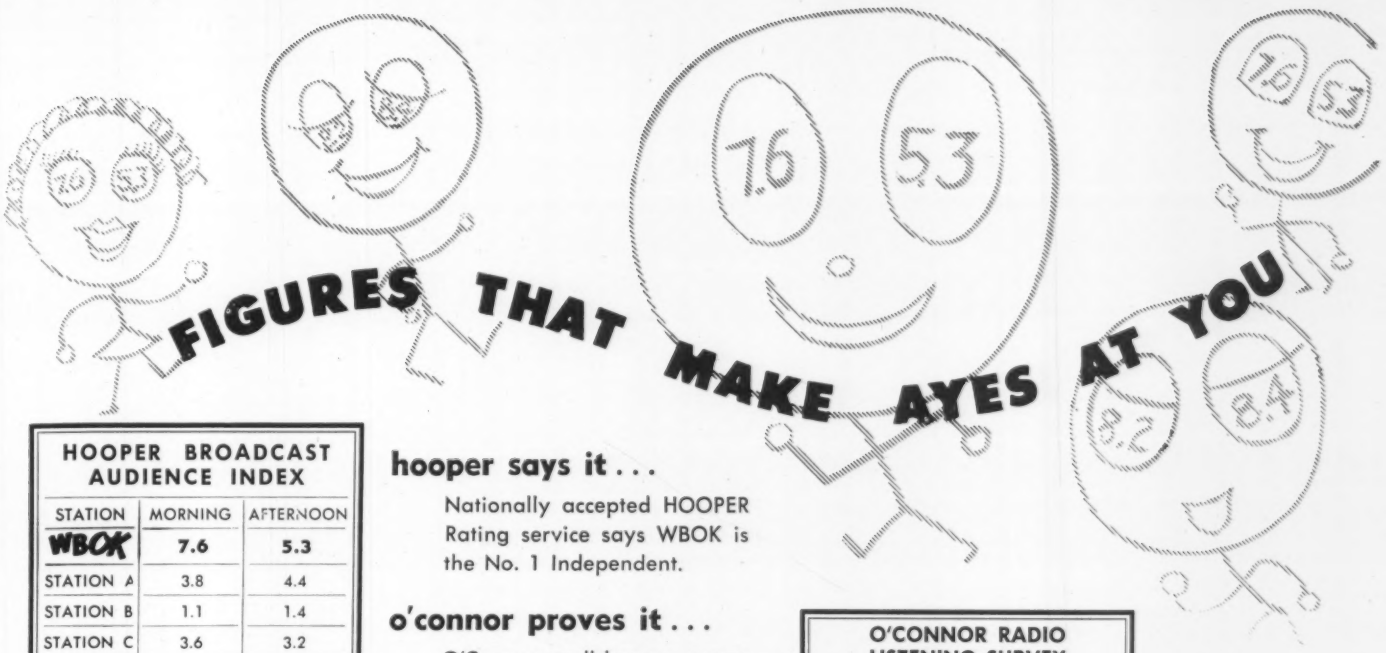
HALLICRAFTERS CANADA Ltd., Toronto, appoints E. W. Reynolds Ltd., Toronto.

Adpeople • • •

HENRY C. BOTSFORD, assistant advertising manager of Buick Motor Div., General Motors Corp., named supervisor of advertising department of sales section of General Motors, succeeding DOLPH H. ODELL, retired.

JACK WATSON, account executive, Phil D. McHugh Co., L. A., to American Concrete Reinforced Pipe Co., Southgate, as advertising manager.

SHIRLEY McWILLIAMS, sales division, Rose Marie Reid Inc., L. A., (women's bathing suits), promoted to sales promotion manager. PAUL HABERFELD, head of design department, Jantzen Knitting Mills, Portland, to Reid firm as executive assistant to the president.



HOOPER BROADCAST AUDIENCE INDEX		
STATION	MORNING	AFTERNOON
WBOK	7.6	5.3
STATION A	3.8	4.4
STATION B	1.1	1.4
STATION C	3.6	3.2
STATION D	1.9	0.9
STATION E	1.7	3.2
STATION F	2.8	3.0

hooper says it . . .

Nationally accepted HOOPER Rating service says WBOK is the No. 1 Independent.

o'connor proves it . . .

O'Connor, well known survey organization, proved that WBOK, New Orleans, is the No. 1 Independent.

O'CONNOR RADIO LISTENING SURVEY		
STATION	MORNING	AFTERNOON
WBOK	8.2	8.4

WBOK IS FIRST

AMONG ALL INDEPENDENTS

Not only first in Audience . . . but first in national advertising . . . first in local advertising. WBOK has consistently been tops for advertisers for results . . . tops for listeners in the money saving, valuefull offers on the station.

PROGRAMMING THAT GETS RESULTS

"OKEY DOKEY"

A frantic disc jockey that knows his race and jive music so well that he is the No. 1 disc jockey in New Orleans.

"HONEYBOY" HARDY

His spiritual programs appeal to the Negro women. Largest mail pull of any disc jockey in New Orleans.

"GRAN'PAPPY" DAVIS

A two voiced country character that has a wide following in the nearby rural areas.

ED "CORNPONE" BISHOP

A live youngster that has a modern grasp of folk music that has gained him a tremendous following.

ED PRENDERGAST

"Man About Town" show by Ed is the sauciest, most exciting and unusual show on the air. He captures those who want good pop music.

RATINGS OR RESULTS WBOK HAS BOTH.

Ask the distributors, ask the food jobbers, ask the local retailer . . . all will answer together that WBOK gets more sales . . . more results at lower costs.

SUCCESS STORY #1. The largest furniture store in the city says, "I get more results per dollar invested from WBOK than any other media I use."

SUCCESS STORY #2. A large automobile dealer says, "I sold 10 new Studebaker Cars in 5 days. . . . This amazing result has never been equalled for advertising dollars invested."

SUCCESS STORY #3. A national food account says, "Your cooperation and merchandising program is the best that we have received anywhere on the promotion of this product."

SUCCESS STORY #4. A national drug account says, "We have surveyed this market and have found that more Negro listeners prefer WBOK than any other station in this area."

WBOK DIAL 800

Forjoe and Company, Representatives

TWO GREAT RADIO STATIONS

In The Midwest's T

AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of JOHN BLAIR & COMPANY, INC. as exclusive national representatives for its owned radio stations, WENR, Chicago, and WXYZ, Detroit, effective immediately.

A

The personality station of Detroit, WXYZ features top-grade local programming with established stars, well-known to the local audience, and the best in musical entertainment and service. To the audience, this formula means smooth and pleasant listening, reflected in WXYZ's outstanding audience position. To the advertiser, it means sales, with a responsive audience and the implied personal endorsement of well-known local talent.

ABC's Chicago Flagship, WENR's 50,000 watts on clear-channel 890 kc. spreads its powerful voice over a four-state area with a potential audience of nearly 5,000,000 radio families. WENR, along with WLS which shares this same frequency, taps this vast sales potential with established local programming geared for a mass audience.

JOHN BLAIR & COMPANY

offices of JOHN BLAIR & CO., Inc.

NEW YORK · DETROIT · ST. LOUIS · DALLAS
CHICAGO · LOS ANGELES · SAN FRANCISCO

REPRESENTING LEADING RADIO STATIONS

XUM

TWO GREAT TV STATIONS

Two Greatest Markets

AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of Blair- TV, Inc., as exclusive national representatives, for its owned television stations, WENR-TV, Chicago, and WXYZ-TV, Detroit, effective immediately.

One of America's pioneer television stations, an originator of the "Chicago School" of television programming, WENR-TV provides a fund of programming know-how and experience almost unmatched by any other television station. The result for advertisers—audience attraction and sales power which means that merchandise moves —and fast.

Detroit's "prestige" station, WXYZ-TV has, through top management and the best in technical facilities, provided Detroit with one of the country's outstanding television operations. And advertisers find that "prestige" pays off in an outstanding sales record.

BLAIR-TV, Inc . . . with offices in . . .

NEW YORK · DETROIT · DALLAS · LOS ANGELES
CHICAGO · ST. LOUIS · JACKSONVILLE · SAN FRANCISCO

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

BLAIR TV
INC.

XUM

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, **plus** Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington **regularly** featuring live music.

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Johnson & Johnson, Maxwell House amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

GROUPED around Mr. Seigel as he signs the long-term contract are (l to r) Messrs. Slater, Hoffer and Edwards, and Ruby Grenier, Skydel's advertising director.

* * *

THANKS to WICC Bridgeport, Conn., another name has been added to the growing list of department stores which have learned of radio's worth through experience.

Skydel's in Bridgeport had a knotty problem it felt newspapers could not solve. The store had a "Big Fella Shop," which caters to extra-large sizes. Problem was how to increase traffic in this department, which had reached saturation in Bridgeport. Customers from neighboring communities were sought.

Ben Seigel, vice president at Skydel's, brought the problem to WICC. Manning Slater, WICC vice president in charge of sales, was contacted to suggest a solution. Mr. Slater conferred with Stan Edwards, WICC account executive, and Jay Hoffer, WICC sales promotion director.

Specially-tailored dramatic tran-

(Continued on page 54)

strictly business

SIMPLICITY, the key to good broadcast selling, is the most difficult approach to achieve, and also the most effective. Complexity just adds problems. This is a bit of the broadcast philosophy espoused by William Raleigh Wyatt, 30-year-old vice president in charge of the midwest division for Forjoe & Co., station representative firm.

Mr. Wyatt, who was reared in an advertising household and is now doing "exactly what I've always wanted to," stresses the creative side of radio sales, "which is more than merely selling time." Facts are primary, but the business is loaded with issues which cannot be resolved to blacks and whites. He believes the grays are preponderant, and include knowing what people like, how to hit them with

(Continued on page 57)

Mr. WYATT
. . . Simplicity is the key

...go the KWK way if you want the direct route to radio advertising results.

That Low-Low cost per thousand makes KWK THE radio buy in St. Louis.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

To sell Coffee to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Coffee or candy bars, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this three-billion-dollar market—*inland* California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

open mike

Posies

EDITOR:

Many thanks for the . . . article [Strictly Business, B•T, July 14] which has brought me many interesting letters from friends and strangers alike . . .

I find your publication very informative as well as newsy. . . .

John W. Haley
Advertising Manager
Narragansett Brewing Co.
Providence, R. I.

EDITOR:

. . . I think I should mention the day-to-day mileage we get from the magazine each week in the office. For our money it's one of the best news sources around, and I assure you we all give it more than a cursory reading . . .

Roger W. Clipp
General Manager
WFIL Philadelphia

EDITOR:

I don't know who writes your editorials, but I, as a former newspaperman, want to hand a few orchids, roses and other beautiful bouquets of flowers to them for their very clear, clean-cut and timely editorials that appear from time to time. Of course, the magazine as a whole is good. . . .

N. L. Royster
Commercial Manager
WGBR-AM-FM
Goldsboro, N. C.

EDITOR:

. . . All of us guys in this business have known for a long time that you fellows do a remarkable job . . .

Gene L. Cagle
President
Texas State Network
Fort Worth

* * *

Erie Story, Part II

EDITOR:

I never like to say that I have been misquoted, especially when your publication was good enough to write an article about the effective merchandising undertaken by our three operations in Erie, Pa.—the *Erie Dispatch*, television station WICU and radio station WIKK.

In view of the "squawks" of my newspaper competitor which appear in your "Open Mike" columns [B•T, Aug. 25], I believe it would be only fair to suggest that in one or two respects your good reporter did misinterpret certain matters. He misstated the year in which I purchased the *Erie Dispatch* by two years.

Between 1945 and 1947, under my ownership, we did increase the circulation on the Sunday issue by over 10,000 and on the daily by over 5,000 copies. Verification of these figures can be obtained from the Audit Bureau of Circulation.

I would like to correct one other statement which might be misinterpreted by your readers. We do not have a joint rate card for the three media in Erie, Pa. But we are glad to sell time and/or space on any one of our operations to any person, including our competitors.

I deeply appreciate the attention you have given our effort to publicize the merchandising assistance rendered by the *Erie Dispatch*, TV station WICU and radio station WIKK.

Edward Lamb,
President, Edward Lamb Enterprises Inc.
New York

* * *

Roundups & Cleanups

EDITOR:

Perhaps some of the readers might be interested in our cure for "summer listening." Rodeos via radio is our answer.

We've just finished promotion and broadcast of two rodeos, the last being our own Elks' Rodeo, and this is the third year we've promoted and aired it—the largest opening day as well as total attendance they've ever had with an over-all increase of around 30% attendance.

The other rodeo is the one at Burwell, "Nebraska's Big Rodeo," with similar results, though this was the first year it has been aired as far as we know. They liked the way we've been doing the Elks' Rodeo so wanted theirs broadcast too. They, too, had their largest opening day and their fourth day they had to put the spectators on the grass.

Can't help but feel "we dood it" since we note rodeos in other parts of the state are having a hard time making it pay.

We use announcers who have themselves been rodeo contestants and are mike broke, from our staff. . . .

Bud Crawford
President
KCNI Broken Bow, Neb.

OIL
in the east eighty
—101,868,000 barrels of it*
In addition to harvesting the largest wheat crop in history, Kansas farmers will receive a staggering EXTRA INCOME FROM OIL! This easily makes them America's Most Desirable Market.
WIBW can sell your product to these extra-rich farm families . . . quickly, economically. It's easy, because WIBW is THE farm station for Kansas . . . the station that these families listen to most.** Let us prove it to you with RESULTS as we have for so many satisfied advertisers.
* U. S. Dept. of Commerce
** Kansas Radio Audience 1951
WIBW
Serving and Selling
"THE MAGIC CIRCLE"
CBS RADIO
Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

10 customers for every penny! Transit radio delivers buying listeners at less than $1 per thousand!

You know exactly what you get when you buy TRANSIT RADIO — America's booming new advertising medium. TRANSIT RADIO delivers your advertising message to a *paid circulation audience*—by actual *fare count*—at less than $1 per thousand! In addition, you get a bonus of thousands of home listeners to WWDC-FM! Get the *unique* story of TRANSIT RADIO from your Forjoe man.

Transit Radio also available on these other good stations:

KXOK - FM — St. Louis
KCMO - FM — Kansas City
WKRC - FM — Cincinnati
WTOA — Trenton
WGTR - FM — Worcester
WKJF — Pittsburgh
KCBO - FM — Des Moines
KTNT — Tacoma
WBUZ — Bradbury Heights, Md.

WWDC FM

WASHINGTON, D. C.

and all other Transit Radio stations represented by Forjoe & Co.

Like lemon goes with iced tea

That's how fast, profitable results go with W-I-T-H in Baltimore. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

BROADCASTING

Vol. 43, No. 10 SEPTEMBER 8, 1952

NBC TRIMS RATES

Matches CBS Radio

By RUFUS CRATER

NBC revealed last week its plan to regain competitive standing alongside CBS Radio's adjusted rate-and-discount structure [B•T, Sept. 1, Aug. 18, 25], and appeared assured of its acceptance after two days of conferences on it with affiliates.

Tabbed to become effective Sept. 29, coincident with the ending of daylight saving time, the NBC radio plan's overall result will be closely comparable to CBS Radio's, with one major deviation that shows NBC not only is following its rival's lead in adjusting time charges but is "going after" the rival competitively.

Principal features of the plan are:

● A cut of about 23 to 30% in evening time depending on type and volume of the purchase, and costs, to be achieved—as in the case of CBS Radio's "average" 25% reduction—via revised discounts.

● Affiliates take a straight 14% cut in compensation from the network.

● Daytime rates to be raised 11.11% in order to restore, as CBS Radio did, the 10% rate cut of July 1951. Through revised discounts, however, the actual cost to advertisers will be kept to an average 4% increase for morning time (compared to 5.5% for Monday through Friday day periods in the case of CBS Radio) and will be unchanged for afternoon time.

● In the only basic departure from the effect of CBS Radio's plan, NBC is expanding its "contiguous rate" system in an effort to attract the purchase of day and evening time in combination.

The new discount structure for evening time, with gross rates unchanged, calls for the following:

(1) A 10% annual rebate for 52 consecutive weeks of broadcasting (formerly it was 12½%).

(2) Weekly dollar volume discounts ranging from 32% to 42% (formerly they were 5% on weekly gross billings between $7,200 and $16,200).

(3) An overall annual dollar volume discount of 47.75% in lieu of annual rebate and weekly discounts. Accounts amounting to an annual minimum of $1 million to $1.3 million will be eligible for this choice, it was estimated. In the past the discount has amounted to 22½% and eligibility has started at $1,350,000 gross annual billings.

NBC officials, explaining the plan, said the 42% maximum weekly dollar volume discounts would go only to advertisers buying at least $50,000 worth of time per week. To get the additional 10% annual rebate, making a total of 52% off, they also would have to be on the air 52 consecutive weeks.

The new daytime rates—affording current advertisers the customary six months' protection—will be 11.11% higher than at present and will be subject to the following schedule of discounts:

(1) Annual rebate of 10% for 52 consecutive weeks of broadcasting.

(2) Weekly dollar volume discounts ranging from 5 to 27.5%. These discounts are adjusted down-

(Continued on page 24)

* * *

TWO of the leaders of the affiliates at the meeting exchange viewpoints at the end of the Wednesday morning session: Walter Damm of WTMJ Milwaukee (l), who also is chairman of the NBC-TV Affiliates Assn., and P. A. Sugg, WKY Oklahoma City, who presided over the affiliates as chairman of NBC's radio Station Planning and Advisory Committee.

* * *

EARNEST discussion of the plan by which NBC expects to get competitive with CBS Radio's new system of rates and discounts here holds the attention of (l to r) Sheldon Hickox, station relations director; Charles R. Denny, vice president, and Frank White, vice president and general manager.

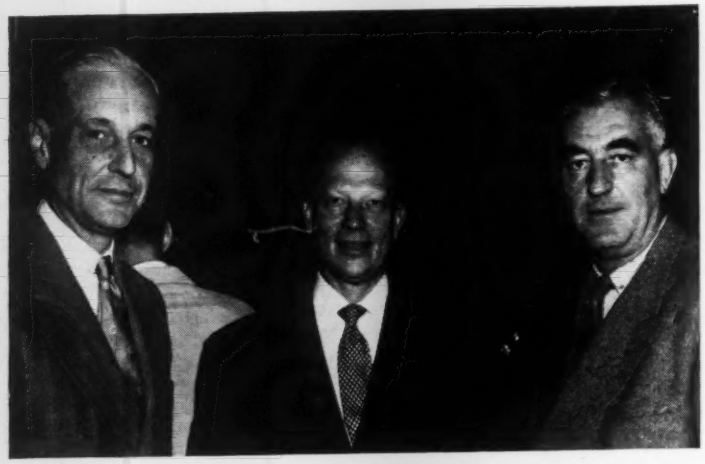
* * *

TWO of NBC's top money men, Sales, Vice President John Herbert (l), and Financial Vice President Joseph V. Heffernan, hold a corridor conference between sessions with NBC affiliates in Chicago. Mr. Herbert presented network's fall sales plans.

MAN in the middle in job of "selling" NBC radio affiliates on the network's new rate discount structure is Harry Bannister, NBC station relations vice president, flanked by Board Chairman Niles Trammell (r) and President Joseph H. McConnell.

TWO members of the three-man committee designated to translate the NBC rate and discounts plan from legalistic to simple terms, for distribution to affiliates via letter, are Richard Mason (l), of WPTF Raleigh, and Harold Essex, WSJS Winston-Salem. Third committeeman was Robert Swezey, WDSU New Orleans.

XUM



STATION and network viewpoints are exchanged here by (l to r) George Norton of WAVE Louisville; Hugh M. Beville, NBC director of research and planning, and Richard Dunning of KHQ Spokane.

NBC Trims Rates—Matches CBS Radio

(Continued from page 23)

ward by 10 percentage points for morning time periods, producing a differential between net time costs for morning as compared to afternoon. The difference between the 11.11% rise in daytime rates and the 4% average increase in actual costs for morning time will be absorbed via new discounts. In similar fashion all of the 11.11% increase in afternoon rates will be absorbed.

The plan received a thorough going-over in a series of network-affiliates meetings in Chicago's Palmer House Wednesday and Thursday. Though network authorities did not ask for a vote, Walter Damm of WTMJ Milwaukee presented a resolution of acceptance which was adopted by what NBC officials said was unanimous vote.

Another resolution approving the new "contiguous rate" plan was said to have been adopted with "a few" abstentions and one dissenting vote. The dissent was understood to have come from KOB Albuquerque, owned by *Time* magazine and former FCC Chairman Wayne Coy. Mr. Coy himself, was not present at the meeting but J. I. Meyerson, KOB manager, cast the negative vote.

Terms of the new plan were spelled out in an affiliation-contract amendment slated to go out to affiliates individually over the weekend. NBC is asking that the amendments be signed and returned by Sept. 15. President Joseph H. McConnell said "the effective date of this new rate structure will be announced officially as soon as we have received the station acceptances necessary to put it into effect." It was understood the target date was Sept. 29.

The only alternative for the stations seemed clear—a straight cut in rates, presumably amounting to at least 25% to match CBS Radio's revised structure. But to cut rates without approval of the affiliates would require that they be given 90-day notice—a fact which, network officials emphasized, would severely handicap NBC in its fall selling.

Actually, affiliates seemed to hold no real doubts that "substantially all" affiliates would accept the new plan. Some estimated that acceptances would come from enough stations to represent at least 90% of the network's dollar-volume rate card.

Harold Hough, of WBAP Fort Worth, designated to brief newsmen after Wednesday's session between NBC officials and "primary" affiliates, reported that none of the approximately 45 station executives on hand showed signs of "discord" or lack of accord on the plan. A number of big stations, however, were absent. These included WSM Nashville; WOAI San Antonio, and WDAF Kansas City.

On this basis he said he was confident that Thursday's meeting of all affiliates would be similarly harmonious and that virtually all would formally accept the changes. The Thursday session, which drew approximately 125 station officials, also was described afterward as amicable.

NBC President McConnell issued this statement upon completion of the meetings at mid-afternoon Thursday:

"Under our plan, the NBC radio network will be fully competitive in the present market. Over and above this, the new discount structure offers real inducements to our current advertisers to expand their schedules on NBC. It is also designed to bring new business to our network and to promote the most efficient use of the medium for the benefit of advertisers, the network, and its affiliated stations.

"We have placed principal emphasis on weekly dollar volume dis-

(Continued on page 34)

THIS LINEUP includes (l to r) George Burbach, KSD St. Louis; Ralph Evans, WHO Des Moines and WOC Davenport; Edwin K. Wheeler, WWJ Detroit; Robert D. Swezey, WDSU New Orleans, and Gustav B. Margraf, NBC vice president and general attorney.

Buckling Down to Business . . . . . AN EDITORIAL

BROADCASTERS can now buckle down to business.

The NBC revised radio rate structure is now "official." It meets the competition of CBS' rate-and-discount realignment of last month. What is important is that it does not go appreciably beyond.

Other networks will conform as a matter of prudent business. And the sleight-of-hand, off-rate-card dealings should terminate for good. The rate-card should no longer be the first offer, but rather the first and last.

There were no surface recriminations at the Chicago NBC sessions. Affiliates and network alike were confronted with the cold realities. They were met head-on. There was no looking back at what might have been if radio had sold itself for what it's worth.

And there was the recognition that the network, essential and desirable as it is, no longer constitutes the major sources of revenue for the station. National spot and local are the major bread-winners, not only for the affiliates, but for the network owned-and-operated outlets too.

The realignments are not without their compensations. The unofficial and unannounced buyers' strike against the networks wasn't directed wholly against station-network rates. It was the cost of talent that had opened the Pandora's Box. Today top talent is available at rates that approach sanity. Performers know that they won't be bought if they aren't heard. More and more of the better ones are being heard these days via recordings. They are being sold through spot, rather than networks.

Both networks and affiliates are wiser after the rate nightmares of the past two years. Both know that radio is underpriced. And they know it has been under-sold at the network level—because of the greater emphasis placed upon television. It is significant that of the four major radio networks, only Mutual has shown increases in over-all billings. It is the only network which isn't selling TV out of the same shop.

With the hoped-for stabilization of network rates there are two logical sequels. One is the project of Ted Storz, of KOWH Omaha, to guarantee station rate cards. This has been picked up avidly at the current NARTB district meetings. And no time should be lost in getting it off the ground.

The second is harder selling and better programming in all facets of radio. The Zivs and the Worlds and the Langworths, as well as independent producers, have made prodigious strides. Broadcast Advertising Bureau is under way with its campaign to reach buyers of advertising everywhere.

These past events prove that the advertisers have been smart buyers—smarter than the sellers. The bartering and bickering will end when the buyer *knows* that his competitor isn't getting it for less. The time to sell that truism is now.

XUM

RADIO IN 98% OF U.S. HOMES

Nielsen Reports

THAT every U. S. home is a radio home is fast becoming the literal truth. Figures released last week by A. C. Nielsen Co., based on the nationwide Nielsen Coverage Service Survey made during the spring, reveal that the country now contains 43,866,120 radio homes, 98% of all homes in the nation.

The new figure represents an increase of nearly two million radio homes over the 40,970,000 total reported by the 1950 census, when radio saturation stood at 95.6% of all homes in the land.

Nine individual states, as shown in the adjacent state-by-state list, approach the absolute saturation point, with percentages of 99 or greater. Iowa leads all other states with 99.5%. Five other midwestern farm states—Kansas, Nebraska, South Dakota, Wisconsin and Minnesota—are also among the nine 99-plusers, as well as Idaho, Maine and Oregon.

As a group, the southern states show the largest increase in radio home saturation since 1950, with Mississippi up 9 percentage points, Louisiana and Alabama up 8 each and South Carolina almost 10 points ahead of 1950. The Nielsen report points out that these increases may stem from both the increased prosperity throughout the South and from the new rural electrification in the region during the two-year period.

The state radio home figures and the county figures soon to be available are the first result of what the Nielsen organization believes to be the most comprehensive single research job ever undertaken by a private organization. The Nielsen Coverage Service Survey covered 100,000 representative homes throughout the country, using a probability area sampling technique.

1952 RADIO HOMES STATE TOTALS
(Copyright 1952 by A. C. Nielsen Co.)

	1952 Families (Sales Mgmt.)	1952 Radio Families (NCS)	1952 Pct. Radio Fam. (NCS)	1950 Pct. Radio Fam. (Census)
Alabama	815,900	792,920	97.2	89.2
Arizona	226,100	210,780	93.2	89.4
Arkansas	538,900	516,370	95.8	89.5
California	3,576,900	3,489,680	97.6	97.0
Colorado	409,700	401,780	98.1	95.8
Connecticut	595,800	586,810	98.5	98.5
Delaware	94,400	91,500	96.9	96.2
D. C.	235,000	231,010	98.3	97.5
Florida	880,300	855,040	97.1	92.0
Georgia	935,200	904,750	96.7	90.5
Idaho	176,600	175,080	99.1	96.5
Illinois	2,686,000	2,645,760	98.5	97.5
Indiana	1,218,100	1,196,050	98.2	96.4
Iowa	825,600	821,440	99.5	97.6
Kansas	607,000	601,440	99.1	96.3
Kentucky	805,500	781,160	97.0	92.1
Louisiana	754,700	737,350	97.7	89.7
Maine	262,500	260,950	99.4	96.0
Maryland	671,300	648,050	96.5	96.4
Massachusetts	1,355,300	1,333,120	98.4	98.6
Michigan	1,876,500	1,842,050	98.2	97.9
Minnesota	875,400	866,930	99.0	97.4
Mississippi	571,400	533,830	93.4	84.5
Missouri	1,240,800	1,209,900	97.5	95.2
Montana	181,900	177,250	97.4	95.5
Nebraska	407,300	403,640	99.1	96.7
Nevada	53,600	51,470	96.0	93.4
New Hampshire	161,000	158,240	98.3	97.3
New Jersey	1,432,500	1,414,610	98.8	98.3
New Mexico	187,200	173,160	92.5	85.9
New York	4,491,300	4,435,240	98.8	98.3
North Carolina	1,036,200	1,009,500	97.4	92.0
North Dakota	165,200	162,830	98.6	96.9
Ohio	2,411,500	2,374,500	98.5	97.4
Oklahoma	680,600	665,620	97.8	94.0
Oregon	510,400	506,790	99.3	97.0
Pennsylvania	3,019,400	2,977,320	98.6	97.6
Rhode Island	234,300	230,830	98.5	98.5
South Carolina	538,700	527,800	98.0	88.3
South Dakota	186,200	185,100	99.4	96.1
Tennessee	906,400	884,350	97.6	93.1
Texas	2,292,700	2,244,510	97.9	92.7
Utah	198,900	196,740	98.9	97.4
Vermont	107,100	105,830	98.8	96.8
Virginia	891,500	861,890	96.7	92.2
Washington	781,500	772,680	98.9	97.4
West Virginia	536,200	529,950	98.8	94.0
Wisconsin	1,004,900	997,090	99.2	97.8
Wyoming	87,900	85,430	97.2	95.1
TOTAL U. S.	44,739,300	43,866,120	98.0	95.6

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AGENCY MERGER

GN&G, Bothwell Plan

GEYER, Newell & Ganger and W. Earl Bothwell Inc. have joined forces and will operate under the name of Geyer, Newell & Ganger.

B. B. Geyer will continue as president and Alden H. Kenyon, president and chairman of Bothwell, will serve as chairman of the executive committee of GN&G.

Geyer, Newell & Ganger, which recently lost two lucrative accounts, Embassy cigarettes and Conoco [B•T, Aug. 29], still has an approximate $15 million dollars worth of billing, with Nash-Kelvinator its largest user of radio-TV.

W. Earl Bothwell, orginally a Pittsburgh agency, moved to New York in 1949. Its largest account is American Home Foods.

Officers of Geyer, Newell & Ganger have been moving in the past two years. Early in 1950, Robert M. Ganger, vice president and a partner, resigned to join P. Lorillard Co. as executive vice president. H. W. Newell, another partner, left the agency in May of this year to join Lennen & Mitchell, which name will be changed to Lennen & Newell, effective Oct. 1. Latter agency handles P. Lorillard Co. B. B. Geyer, president, has stayed with GN&G.

DR. WHAN'S STUDY

Cites TV Ad Acceptance

THREE-FOURTHS of Iowa TV viewers have no objection to video commercial announcements, according to the "1952 Iowa Radio-Television Audience Survey" conducted for WHO Des Moines by Dr. Forest L. Whan. Second half of the survey was completed last week [summary of first half, B•T, Aug. 25].

With Iowans in TV homes still spending 55.5% of total daily listening time tuned to radio, the Whan study went into the reaction of televiewers when they see commercial announcements.

"Does any of the advertising on television annoy or irritate you?" Iowa TV homes were asked. The 25.5% who found annoyance or irritation in some TV advertising mentioned cigarette-tobacco advertising at the top of the list (17.9%). Almost as many (17.4%) mentioned the amount of TV advertising, with 14.5% citing beer or other alcoholic beverage advertising. At that point the criticism fell off sharply with 8% mentioning "all or most of the advertising"; 7.1% repetitions; 6.7% interruption of programs; 4.7% "too long"; 2.7% soap advertising.

Listening Choices

Going into program types preferred by radio listeners, the Whan study shows a falling popularity of news broadcasts for both men and women, compared to the postwar peak of 1951 when newscasts were at a high point. Featured comedians are holding their own, with sports broadcasts drawing more listener attention.

Popular music, on the other hand, is off for the year, particularly in the case of male listeners. Audience participation programs are barely holding their own but market reports are up slightly in popularity among both men and women. Talks on farming, too, are drawing more interest while old-time music is off somewhat.

Complete radio dramas have shown a steady increase in popularity in recent years, the Iowa study shows, with serials down somewhat from their peak popularity in 1949.

Men listed their "best liked" types of radio programs in this order: News 79.1%; featured comedians 63.2%; sports 52.5%; popular music 42.3%; audience participation 39.6%; market reports 31.7%; complete drama 31.3%; old-time music 27.3%; talks on farming 21.1%; talks, comment 20.9%; religious music or devotionals 19.5%; variety 18.7%; band music 14.2%; serial drama 11.1%; classical music 11.1%; homemaking programs 4.3%.

Women listed their selections as follows: News 73.4%; featured comedians 57.5%; audience participation 49.9%; popular music 47.9%; complete drama 41.9%; sports 31.8%; religious music or devotionals 28.8%; serial drama 25.3%; variety programs 22%; old-time music 20.8%; homemaking programs 18.9%; market reports 17%; classical music 15.9%; talks, comment 15.7%; band music 12.5%; talks on farming 11.3%.

Honor Pittsburghers

SYDNEY EIGES, NBC vice president in charge of press relations, and Walter Framer, package program producer, will be among the speakers today (Monday) at a dinner in Webster Hall, Pittsburgh, honoring Pittsburghers who succeeded in broadcasting. Dinner, given in connection with the Television & Radio Exposition opening in Pittsburgh the next day, will feature the *Kukla, Fran & Ollie* troupe as entertainers and the group will also appear twice daily at the exposition.

RADIO PITCH

Re-emphasized by Fellows

RADIO has never been stronger and will remain so, NARTB President Harold E. Fellows told members of the San Francisco Ad Club and NARTB District 15, meeting jointly Thursday at a luncheon in San Francisco.

The NARTB president said that although "newspapers will always prosper because they provide a permanent record" and "television . . . because it provides demonstration—sight with sound—radio will always prosper because it gives greater saturation than all other media—because it is more intimate—because it is more flexible—because it is personal selling."

"And remember, too—that in the history of the world, no mass medium that has captured the imagination and interest of the people has ever failed as an industry," he said.

ABC APPOINTS Blair Firms, Petry to Represent

APPOINTMENT of John Blair & Co., Blair-TV Inc. and Edward Petry & Co. to represent ABC owned and operated radio and TV stations was formally announced today (Monday) [B•T, Sept. 1].

Slocum Chapin, vice president in charge of ABC's five owned TV stations, and Ted Oberfelder, director of the network's five owned radio stations, jointly announced the appointment.

All of the network's broadcasting properties are involved save its AM radio station, KECA Los Angeles. Arrangements for representation of that station have not been completed.

Termed the most extensive spot representation agreement in broadcasting history, the deal is said to involve billings of some $8 million in annual sales which will be commissionable to the two station representative firms. Although not announced until today, the agreement became effective Sept. 1. Blair and Petry salesmen have been informing agency timebuyers of the advantages and availabilities of ABC owned stations for a week.

As anticipated [CLOSED CIRCUIT, Sept. 1], the Petry organization was given representation of WJZ and WJZ-TV New York, KGO and KGO-TV San Francisco and KECA-TV Los Angeles. John Blair & Co. got WENR Chicago and WXYZ Detroit, with Blair-TV representing WENR-TV and WXYZ-TV.

The outside station representatives will handle sales for the stations assigned them nationally except for the city in which each station is located. In these home cities the ABC local sales staffs will continue to act for the five radio and five TV stations owned by the network. The ABC spot sales divisions headed by Warren Jennings for radio and Don L. Kearney for TV will continue to function on the local level, it was stated.

Meanwhile, General Teleradio Inc., owner of KHJ-TV Los Angeles, announced last week that this station, which has been represented by the Petry company, is setting up its own national sales representation organization. The announcement, made by J. Glen Taylor, vice president of General Teleradio, said that the new KHJ-TV sales offices will be located in the General Teleradio New York and Chicago offices.

The move was seen as a forerunner of a General Teleradio representation division for all the company's broadcasting properties, with Don Lee Broadcasting System, Yankee Network and WOR-AM-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles, although such a plan has not been announced.

AGREEMENT for national spot representation for ABC O&O radio and TV stations is signed by principals. L to r, seated, Ted Oberfelder, director of ABC's owned radio stations, and Slocum Chapin, vice president in charge of ABC's owned TV stations; standing, Edward Petry, president of Edward Petry Co., and John Blair, chairman of John Blair & Co. and Blair-TV Inc.

* * *

Joint Statement Issued

In their joint statement, Mr. Chapin and Mr. Oberfelder said, "The selection of the John Blair & Co., Blair-TV Inc. and the Edward Petry Co. as ABC's national spot representatives provides the ABC stations with maximum selling impact in the national field. This move brings peak efficiency to ABC's selling in radio and television and will enable ABC to provide better service for its clients."

Edward Petry, president of Edward Petry Co., which now is the national sales representative for the ABC radio and television stations in New York and San Francisco and its television station in Los Angeles, commenting on his organization's new association with ABC, said:

"The highly concentrated sales effort that the combined sales staffs of ABC and the Petry organization will bring to bear will have far-reaching results in the radio and television industry. We welcome this new association with ABC as a dramatic move which will bring new sales techniques and drive to the highly competitive fields of spot sales in radio and television."

Richard D. Buckley, president of John Blair & Co., which will represent WENR Chicago and WXYZ Detroit, said, "We are delighted to have this opportunity and welcome the challenge to demonstrate the value of independent national sales representation for these fine radio stations. Our entire organization is convinced that these stations will automatically benefit from the complete devotion of our effort to the cause of national spot radio."

William H. Weldon, president of Blair-TV Inc., which will represent WENR-TV Chicago and WXYZ-TV Detroit, stated, "Of the greatest importance is the fact that these television stations are employing the services of a highly specialized television sales staff, whose ultimate responsibility lies directly with the stations represented."

DUNHILL OPENS

Radio-TV Campaign in East

PHILIP MORRIS & Co., New York, will sponsor a saturation radio and television campaign using spots and five- and ten-minute programs to promote Dunhill King Size cigarettes in the key eastern markets this week. Company is also dickering for a TV network show.

Approximately 1,109 spots will be used for one week only—Sept. 9-15—in New York City on six television stations and five radio stations. In addition, Dunhill has bought spots and five- and ten-minute shows on a 52-week basis in seven markets: New York, Boston, Providence, New Haven, Baltimore, Washington and Philadelphia.

The new Dunhill King Size, successfully promoted in midwestern and West Coast markets, will be priced the same as regular-size brands.

Dunhill also is currently negotiating through its agency, Biow Co., New York, for sponsorship of the Robert Cummings comedy—situation show on NBC-TV, Saturday, 7:30-8:00 p.m. [CLOSED CIRCUIT, Aug. 18].

ABC NAMES DIAZ

National Program Head

APPOINTMENT of Ray Diaz as national program director for ABC radio, succeeding Leonard Reeg, who has resigned, was announced Wednesday by Charles T. Ayres, ABC radio vice president.

Mr. Diaz

Mr. Reeg, who was vice president in charge of ABC radio programs, has joined the John Gibbs agency as vice president and will establish a Hollywood branch for the firm.

Mr. Diaz joined ABC radio as supervisor of announcers at the time of its separation from NBC in 1942. He previously was night announcing supervisor for NBC, which he joined in 1930. In July 1950, Mr. Diaz was appointed national program director for ABC radio and program director of WJZ New York.

DRIVE UNDERWAY

In BAB Promotion of Radio

BROADCAST Advertising Bureau today (Monday) launched its unprecedented paid-space campaign to promote radio as an advertising medium with the first of a series of three full-page advertisements in leading newspapers and business papers.

The first advertisement, captioned "This Man Is Now Being Sold a Food Freezer," stresses the 1952 radio audience, the tremendous growth in extra sets and the low-cost coverage provided by radio advertising. It is appearing in the *Wall Street Journal, New York Times, New York Herald-Tribune, Chicago Tribune,* and leading trade papers.

To back up the advertisements, BAB member stations will be running the same ads over their own signatures in newspapers throughout the country. Simultaneously, the stations will be conducting direct mail campaigns based on the same copy.

Hausman Heads Committee

The paid-space campaign was developed by a special subcommittee of BAB's promotion committee, headed by Louis Hausman, administrative vice president of CBS Radio. Committee members are:

Donald W. Thornburgh, president of WCAU Philadelphia and head of BAB's promotion committee; William B. McGrath, managing director of WHDH Boston; Robert A. Schmid, vice president of MBS; Winslow Leighton, president of WSNY Schenectady, N. Y.; H. Preston Peters, president of Free & Peters; and William B. Ryan, BAB president.

McCann-Erickson, New York, created and executed the campaign, working directly with the committee.

XUM

TALL TOWER REPORT

No Changes Proposed in Final Study

NO VITAL changes in FCC or CAA handling of tall TV towers are proposed in the final report of the joint working group which studied the question. This followed the aviation industry's alarm at the belief that there would be many 1,500 and 2,000-ft. TV towers throughout the country [B•T, April 28].

Report, which was released to the public today, was submitted to FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee last week. They are studying the recommendations to see what should be done next. It is believed that another general meeting, such as that held last April, may be proposed to officially "adopt" the report.

Any "official" action will have to be taken by the FCC and the CAA, it was emphasized.

Recommendations of the working group, which was composed of representatives of the FCC, CAA, broadcasting-television and aviation industry and military services, were:

(1) Existing procedures for special aeronautical studies of proposed antenna sites (FCC Public Notice 50-1472, Dec. 22, 1950) remain as is.

(2) Encouragement for the idea of TV tower "farms" or their location atop existing tall buildings or in well-defined landmarks.

(3) Recognition that tall towers are basic in the FCC's TV allocation plan.

(4) Establishment of lighting and painting specifications for towers up to and above 1,500 ft. above ground. This extends and revises Part XVII of the FCC's rules.

(5) Establishment of criteria regarding minimum en route altitudes for planes flying on airways which have TV towers above 500 ft. close by. This would require action by the CAA.

Present FCC requirements for lighting and painting antenna towers cover only those up to 500 ft. above ground. Towers above that height have lighting and painting recommended by regional airspace subcommittees which are authorized to approve or disapprove sites and locations. Airspace subcommittees comprise representatives of the CAA, military services, airlines pilots' associations, and others.

The recommended specifications regarding lighting and painting codify existing provisions already in effect in the various regions. In some respects they are more stringent; in others, less so.

New, however, are details for marking and lighting guy wires. The recommendations call for the placing of orange colored balls, lighted at night at intervals along the guy wires.

Excerpts from data gathered by the working group, which was under the co-chairmanship of the FCC's John R. Evans and the CAA's D. D. Thomas, follow:

(1) As of Aug. 1, among 700 applicants, only one application proposed a tower higher than 1,500 ft. above ground. It is for 1,585 ft.

(2) A 2,000-ft. tower would need 90 to 100 acres as a base to accommodate guy wires. A 1,500 ft. tower would need 60 acres; 1,000-ft. tower, 30 acres; 600-ft. tower, 15 acres. A 2,000-ft. tower would cost between $1 and $1.5 million.

(3) Since Jan. 1, 1952, regional airspace subcommittees have received a little more than 400 requests for approval of towers above 500 ft. About 270 were approved, of which 57 were relocated or reduced in height and another 57 required a revision upward in minimum flight altitudes. Remainder of applications were either withdrawn, are still pending or were informal inquiries. There were no denials.

(4) U. S. Coast & Geodetic Survey is developing a special symbol to indicate tall towers. These will be shown on future aeronautical charts.

(5) Installation of a radio warning device on towers—which would alert planes if they were too near—is under study, but technical and economic limitations seem to preclude early use.

(6) Planes using VHF omnidirectional ranges (VOR) will be flight-controlled and will not be permitted to fly at will.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Another complaint about our TV tower being a menace to navigation!"

'AD DETECTOR'

Chicago 'Tribune' to Use

CHICAGO *Tribune* will measure the effectiveness of its advertising by using a psycho-galvanometer or "ad detector" in a series of tests next month. Although the device has been used by the Ad Detector Research Corp., Chicago, in several radio and TV tests, it has been more adaptable to black-and-white advertisements, according to Sid Cobabe, vice president.

As mechanical innovations in the device are made, there will be increasing use of the system in broadcast media, Mr. Cobabe said. At this point, the machine can accommodate only one person at a time. He hopes to develop an instrument to measure reactions from 12 persons simultaneously.

The machine tests actions of the sweat glands in the palm of a person's hand as he views the overall ad or portions or it and reacts emotionally to its stimulus. The *Tribune* plans to use the tape-recorded results of the machine as complementary to depth interviews with the people. Tests are made in the person's home with use of a mobile unit. Comprehension and believability, established in interviews, will be checked with the galvanometer record.

Ethyl Names Agency

ETHYL Corp.'s Chemical Div., New York, has named H. B. Humphrey, Alley & Richards Inc., New York, to handle its advertising. H. O. Nedler, vice president of the agency, will supervise the account.

CBS RADIO PROMOTION

Fall Campaign

CBS RADIO Network's fall program promotion campaign is designed to sell not only radio itself and the CBS program lineup but also each affiliate station as well as the network.

This was emphasized by Charles Oppenheim, administrative manager of sales promotion and advertising for CBS Radio, before 100 representatives of 78 CBS stations assembled in New York last week for the network's annual promotion clinic.

Keynote of the fall promotion is the theme, "Whatever You Do, You Enjoy It More With Radio."

Impressed by the new promotion campaign and also by the encouraging reports of other CBS Radio officials about the outlook for network radio, the station executives present adopted a vote of confidence stating that, "as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed." (See text of the resolution, page 44.)

The station promotion managers attending the Thursday - Friday meeting received a preview of the kits of day and night program promotion material prepared under Mr. Oppenheim's supervision and which are now on their way from CBS to the stations.

In addition to mats of newspaper ads, publicity pictures and stories for placement by the stations in their home communities, the kits also include suggestions for promotion of the network programs on local disc jockey and home economics shows, among others. Kits also contain black-and-white reproductions of a series of cartoons suitable for reproduction in many ways, ranging from matchbook covers to billboards. As in last year's campaign, CBS is providing the material, but the stations pay for their local use.

Chief feature of the promotion is a CBS-recorded collection of 320 spots. They are rendered by 80 stars delivering four spots apiece, inviting listeners to tune in to their shows. A departure from the usual is the inclusion in each announcement of the individual station's call letters. The calls are recorded by each star, thus presenting the local tie-up.

Louis Hausman, administrative vice president of CBS Radio, in his keynote address, stated that a Pulse survey on radio listening in TV homes revealed not only that it has increased but that video families, like the rest of the population, listen to the top radio network programs, preferring the Bergens and Bennys to local disc jockeys and news. Many of the radio listeners in TV homes seem to prefer radio drama and comedy to the same kind of programs on TV, he reported.

Calling the Pulse survey the most encouraging sign network radio advertising has seen in many months, Mr. Hausman said that it should give the networks a feeling of hope and long-range security. Here, he stated, is solid proof that listeners are increasing their use of radio and are continuing to listen to network shows. The survey, he said, is the first step on the part of CBS to see what is happening to radio listening in TV homes.

John Karol, CBS Radio vice president in charge of network

(Continued on page 44)

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* * *

Joint Statement Issued

In their joint statement, Mr. Chapin and Mr. Oberfelder said, "The selection of the John Blair & Co., Blair-TV Inc. and the Edward Petry Co. as ABC's national spot representatives provides the ABC stations with maximum selling impact in the national field. This move brings peak efficiency to ABC's selling in radio and television and will enable ABC to provide better service for its clients."

Edward Petry, president of Edward Petry Co., which now is the national sales representative for the ABC radio and television stations in New York and San Francisco and its television station in Los Angeles, commenting on his organization's new association with ABC, said:

"The highly concentrated sales effort that the combined sales staffs of ABC and the Petry organization will bring to bear will have far-reaching results in the radio and television industry. We welcome this new association with ABC as a dramatic move which will bring new sales techniques and drive to the highly competitive fields of spot sales in radio and television."

Richard D. Buckley, president of John Blair & Co., which will represent WENR Chicago and WXYZ Detroit, said, "We are delighted to have this opportunity and welcome the challenge to demonstrate the value of independent national sales representation for these fine radio stations. Our entire organization is convinced that these stations will automatically benefit from the complete devotion of our effort to the cause of national spot radio."

William H. Weldon, president of Blair-TV Inc., which will represent WENR-TV Chicago and WXYZ-TV Detroit, stated, "Of the greatest importance is the fact that these television stations are employing the services of a highly specialized television sales staff, whose ultimate responsibility lies directly with the stations represented."

DUNHILL OPENS

Radio-TV Campaign in East

PHILIP MORRIS & Co., New York, will sponsor a saturation radio and television campaign using spots and five- and ten-minute programs to promote Dunhill King Size cigarettes in the key eastern markets this week. Company is also dickering for a TV network show.

Approximately 1,109 spots will be used for one week only—Sept. 9-15—in New York City on six television stations and five radio stations. In addition, Dunhill has bought spots and five- and ten-minute shows on a 52-week basis in seven markets: New York, Boston, Providence, New Haven, Baltimore, Washington and Philadelphia.

The new Dunhill King Size, successfully promoted in midwestern and West Coast markets, will be priced the same as regular-size brands.

Dunhill also is currently negotiating through its agency, Biow Co., New York, for sponsorship of the Robert Cummings comedy—situation show on NBC-TV, Saturday, 7:30-8:00 p.m. [CLOSED CIRCUIT, Aug. 18].

ABC NAMES DIAZ

National Program Head

APPOINTMENT of Ray Diaz as national program director for ABC radio, succeeding Leonard Reeg, who has resigned, was announced Wednesday by Charles T. Ayres, ABC radio vice president.

Mr. Diaz

Mr. Reeg, who was vice president in charge of ABC radio programs, has joined the John Gibbs agency as vice president and will establish a Hollywood branch for the firm.

Mr. Diaz joined ABC radio as supervisor of announcers at the time of its separation from NBC in 1942. He previously was night announcing supervisor for NBC, which he joined in 1930. In July 1950, Mr. Diaz was appointed national program director for ABC radio and program director of WJZ New York.

DRIVE UNDERWAY

In BAB Promotion of Radio

BROADCAST Advertising Bureau today (Monday) launched its unprecedented paid-space campaign to promote radio as an advertising medium with the first of a series of three full-page advertisements in leading newspapers and business papers.

The first advertisement, captioned "This Man Is Now Being Sold a Food Freezer," stresses the 1952 radio audience, the tremendous growth in extra sets and the low-cost coverage provided by radio advertising. It is appearing in the *Wall Street Journal*, *New York Times*, *New York Herald-Tribune*, *Chicago Tribune*, and leading trade papers.

To back up the advertisements, BAB member stations will be running the same ads over their own signatures in newspapers throughout the country. Simultaneously, the stations will be conducting direct mail campaigns based on the same copy.

Hausman Heads Committee

The paid-space campaign was developed by a special subcommittee of BAB's promotion committee, headed by Louis Hausman, administrative vice president of CBS Radio. Committee members are:

Donald W. Thornburgh, president of WCAU Philadelphia and head of BAB's promotion committee; William B. McGrath, managing director of WHDH Boston; Robert A. Schmid, vice president of MBS; Winslow Leighton, president of WSNY Schenectady, N. Y.; H. Preston Peters, president of Free & Peters; and William B. Ryan, BAB president.

McCann-Erickson, New York, created and executed the campaign, working directly with the committee.

XUM

TALL TOWER REPORT

No Changes Proposed in Final Study

NO VITAL changes in FCC or CAA handling of tall TV towers are proposed in the final report of the joint working group which studied the question. This followed the aviation industry's alarm at the belief that there would be many 1,500 and 2,000-ft. TV towers throughout the country [B•T, April 28].

Report, which was released to the public today, was submitted to FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee last week. They are studying the recommendations to see what should be done next. It is believed that another general meeting, such as that held last April, may be proposed to officially "adopt" the report.

Any "official" action will have to be taken by the FCC and the CAA, it was emphasized.

Recommendations of the working group, which was composed of representatives of the FCC, CAA, broadcasting-television and aviation industry and military services, were:

(1) Existing procedures for special aeronautical studies of proposed antenna sites (FCC Public Notice 50-1472, Dec. 22, 1950) remain as is.

(2) Encouragement for the idea of TV tower "farms" or their location atop existing tall buildings or in well-defined landmarks.

(3) Recognition that tall towers are basic in the FCC's TV allocation plan.

(4) Establishment of lighting and painting specifications for towers up to and above 1,500 ft. above ground. This extends and revises Part XVII of the FCC's rules.

(5) Establishment of criteria regarding minimum en route altitudes for planes flying on airways which have TV towers above 500 ft. close by. This would require action by the CAA.

Present FCC requirements for lighting and painting antenna towers cover only those up to 500 ft. above ground. Towers above that height have lighting and painting recommended by regional airspace subcommittees which are authorized to approve or disapprove sites and locations. Airspace subcommittees comprise representatives of the CAA, military services, airlines pilots' associations, and others.

The recommended specifications regarding lighting and painting codify existing provisions already in effect in the various regions. In some respects they are more stringent; in others, less so.

New, however, are details for marking and lighting guy wires. The recommendations call for the placing of orange colored balls, lighted at night at intervals along the guy wires.

Excerpts from data gathered by the working group, which was under the co-chairmanship of the FCC's John R. Evans and the CAA's D. D. Thomas, follow:

(1) As of Aug. 1, among 700 applicants, only one application proposed a tower higher than 1,500 ft. above ground. It is for 1,585 ft.

(2) A 2,000-ft. tower would need 90 to 100 acres as a base to accommodate guy wires. A 1,500 ft. tower would need 60 acres; 1,000-ft. tower, 30 acres; 600-ft. tower, 15 acres. A 2,000-ft. tower would cost between $1 and $1.5 million.

(3) Since Jan. 1, 1952, regional airspace subcommittees have received a little more than 400 requests for approval of towers above 500 ft. About 270 were approved, of which 57 were relocated or reduced in height and another 57 required a revision upward in minimum flight altitudes. Remainder of applications were either withdrawn, are still pending or were informal inquiries. There were no denials.

(4) U. S. Coast & Geodetic Survey is developing a special symbol to indicate tall towers. These will be shown on future aeronautical charts.

(5) Installation of a radio warning device on towers—which would alert planes if they were too near—is under study, but technical and economic limitations seem to preclude early use.

(6) Planes using VHF omnidirectional ranges (VOR) will be flight-controlled and will not be permitted to fly at will.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Another complaint about our TV tower being a menace to navigation!"

'AD DETECTOR'

Chicago 'Tribune' to Use

CHICAGO *Tribune* will measure the effectiveness of its advertising by using a psycho-galvanometer or "ad detector" in a series of tests next month. Although the device has been used by the Ad Detector Research Corp., Chicago, in several radio and TV tests, it has been more adaptable to black-and-white advertisements, according to Sid Cobabe, vice president.

As mechanical innovations in the device are made, there will be increasing use of the system in broadcast media, Mr. Cobabe said. At this point, the machine can accommodate only one person at a time. He hopes to develop an instrument to measure reactions from 12 persons simultaneously.

The machine tests actions of the sweat glands in the palm of a person's hand as he views the overall ad or portions or it and reacts emotionally to its stimulus. The *Tribune* plans to use the tape-recorded results of the machine as complementary to depth interviews with the people. Tests are made in the person's home with use of a mobile unit. Comprehension and believability, established in interviews, will be checked with the galvanometer record.

Ethyl Names Agency

ETHYL Corp.'s Chemical Div., New York, has named H. B. Humphrey, Alley & Richards Inc., New York, to handle its advertising. H. O. Nedler, vice president of the agency, will supervise the account.

CBS RADIO PROMOTION

Fall Campaign

CBS RADIO Network's fall program promotion campaign is designed to sell not only radio itself and the CBS program lineup but also each affiliate station as well as the network.

This was emphasized by Charles Oppenheim, administrative manager of sales promotion and advertising for CBS Radio, before 100 representatives of 78 CBS stations assembled in New York last week for the network's annual promotion clinic.

Keynote of the fall promotion is the theme, "Whatever You Do, You Enjoy It More With Radio."

Impressed by the new promotion campaign and also by the encouraging reports of other CBS Radio officials about the outlook for network radio, the station executives present adopted a vote of confidence stating that, "as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed." (See text of the resolution, page 44.)

The station promotion managers attending the Thursday - Friday meeting received a preview of the kits of day and night program promotion material prepared under Mr. Oppenheim's supervision and which are now on their way from CBS to the stations.

In addition to mats of newspaper ads, publicity pictures and stories for placement by the stations in their home communities, the kits also include suggestions for promotion of the network programs on local disc jockey and home economics shows, among others. Kits also contain black-and-white reproductions of a series of cartoons suitable for reproduction in many ways, ranging from matchbook covers to billboards. As in last year's campaign, CBS is providing the material, but the stations pay for their local use.

Chief feature of the promotion is a CBS-recorded collection of 320 spots. They are rendered by 80 stars delivering four spots apiece, inviting listeners to tune in to their shows. A departure from the usual is the inclusion in each announcement of the individual station's call letters. The calls are recorded by each star, thus presenting the local tie-up.

Louis Hausman, administrative vice president of CBS Radio, in his keynote address, stated that a Pulse survey on radio listening in TV homes revealed not only that it has increased but that video families, like the rest of the population, listen to the top radio network programs, preferring the Bergens and Bennys to local disc jockeys and news. Many of the radio listeners in TV homes seem to prefer radio drama and comedy to the same kind of programs on TV, he reported.

Calling the Pulse survey the most encouraging sign network radio advertising has seen in many months, Mr. Hausman said that it should give the networks a feeling of hope and long-range security. Here, he stated, is solid proof that listeners are increasing their use of radio and are continuing to listen to network shows. The survey, he said, is the first step on the part of CBS to see what is happening to radio listening in TV homes.

John Karol, CBS Radio vice president in charge of network

(Continued on page 44)

RCA SUBPOENA

Firm's Counter-Motion Argued

ORAL ARGUMENT was presented before Judge Edward Weinfeld in the U. S. District Court, Southern District of New York, Thursday on a motion by RCA to quash or modify the patent and license provision of a grand jury subpoena that is considered the initial step into an investigation of possible anti-trust law violations in the radio and television manufacturing industry [B•T, March 3].

After hearing argument by opposing counsel, Judge Weinfeld granted a request by John Cahill of Cahill, Gordon, Zachry & Reindel, attorneys for RCA, for 20 days, time to reply to the Government's stand in opposition to the motion.

Cahill's Argument

Mr. Cahill based his argument for dismissing or modifying the subpoena on grounds that (1) it is inoperative insofar as it "covers matters already disposed of by the consent decrees of 1932 affecting the patents and patent licensing activities of RCA" and (2) it is "so broad, sweeping, vague and indefinite that compliance herewith would be unreasonable and oppressive."

Referring to the consent decrees entered in to by RCA and the government in 1932, Mr. Cahill contended that these decrees were still binding today. He emphasized that RCA, seeking a final determination of the anti-trust issues raised at that time, consented to the decrees, as did the government. He further argues that "the jurisdiction of the U. S. District Court (in this case, in Delaware) which enters a consent decree is exclusive" and any action by a grand jury is merely another form of conduct in contempt of the decree of the court.

To buttress his position, Mr. Cahill cited attempt by the Dept. of Justice in 1942 to relitigate the issues of RCA patents and licenses. At that time, Mr. Cahill said, the court (again in Delaware) held that RCA was entitled to set the consent decrees up as "a bar to any attempt by the government to relitigate the issues raised in the suit."

Mr. Cahill also asserted that the patent and license paragraphs of the subpoena served upon RCA could be "quashed solely on the ground that the volume of material thereby culled for—when added to the remaining paragraphs of the subpoena—is unconscionably broad in scope and incapable of submission within any reasonable time." He insisted that these paragraphs would "unnecessarily impose this burdensome and prejudical task of compliance upon RCA."

In opposing the motion, Malcolm A. Hoffmann, special assistant to the Attorney General, Anti-Trust Div. of the Dept. of Justice, advanced two main arguments: RCA's contention that the 1932 consent decree operates as a bar to a grand jury investigation has never been held or intimated by the courts; and RCA compliance with the subpoena would not be "unreasonable, oppressive, unconstitutional or improper upon other legal grounds." In this connection, Mr. Hoffmann cited compliance with the subpoena by 15 other electronics manufacturing firms.

Mr. Hoffmann argued that the consent decrees principally required the General Electric Co. and Westinghouse to "divest themselves of stock and other interests in RCA" and rendered non-exclusive certain exclusive patent cross-licensing agreements among the defendants. He claimed the decree did not purport to "legitimatize RCA's patent licensing system in the radio and television industry."

Mr. Hoffmann contended that circumstances have changed radically from 1932, and the radio-television industry, as its exists today, is far different from the days of the consent decree. He declared that a modification of prior decrees is indicated by many complaints lodged with the Anti-Trust Div. and, he asserted, it was this situation that brought on the present investigation.

Mr. Hoffmann minimized the applicability of the 1932 consent decrees by his argument that none of the patents under which RCA presently grants licenses could have been in existence in 1932, since a patent is for 17 years.

"We understand the RCA contention to be that the effect of the old consent decree is to bar a grand jury in 1952 or at any date, until the end of time, from inquiring into RCA's patent and licensing policies," Mr. Hoffmann declared. He labelled this contention "frivolous" since it would have serious effect upon enforcement of anti-trust laws if it were supported by the court.

Mr. Hoffmann defended the subpoena as a "reasonable" document, claiming that RCA could comply with it, noting that 15 other companies had complied and had taken the opportunity of consulting with the Dept. of Justice on interpretation. He claimed that compliance with the subpoena was specified as "within a reasonable period of time" and added it explains with "particularity the subjects to which the documents called for relate." Replying to RCA's contention that the volume of material sought would work a "staggering burden," Mr. Hoffmann said the volume is "in no way a measure of the reasonableness of the subpoena.

Special Simulcast

SIMULCASTING with a new twist was reported last week by Harold Hough of WBAP-AM-TV Fort Worth, who felt it may herald a new pattern in combination use of radio and TV. A local county political candidate, wishing to reach his electorate by all broadcast media, lined up a simulcast which used WBAP-TV but not WBAP. WBAP's radio operation, a 50 kw outlet, reached farther—and cost more — than the candidate wanted to pay. So he chose WBAP-TV and a lower-powered radio operation — 5 kw KFJZ Fort Worth—to tell the story simultaneously by radio and television to his voters.

CAMPAIGNING

Moved From Stump to Fireside

ACTUAL attendance at political rallies throughout the nation is no longer an accurate gauge of American voters' sentiments—in fact, such rallies may pass, along with nominating conventions, into the limbo of political history.

That was the consensus of veteran campaign observers last week as the post-Labor Day drives of the Democrats and Republicans got into full swing, with fresh evidence of a new batch of network and local station time purchases [B•T, Sept. 1].

At the same time, TV's "bogeyman" role as an attendance-killer, which chronically plague sports magnates and promoters as well as motion picture film producers and exhibitors, emerged in sharper focus on the political horizon.

As TV's prowess has haunted sports entrepreneurs in recent years, so inevitably its implications descended on the politicos for the first time as an aftermath of the Chicago nominating conventions that stimulated the televiewing audiences of the nation last July.

The key protagonists in this new political development were the two major candidates—Gov. Adlai Stevenson and Gen. Dwight D. Eisenhower. As a sidelight, Gov. Stevenson and President Truman were abruptly cut off the air when their political talks ran beyond the allotted time reserved by the Democratic National Committee.

When the Illinois Governor addressed a Detroit crowd estimated between 15,000 and 20,000 in Cadillac Square on Labor Day, newsmen were quick to point out that atendance fell at least 40,000 short of that drawn by President Truman at a similar Labor Day rally in 1948.

Wilson Wyatt, Gov. Stevenson's personal campaign manager, was quick to point out that Mr. Truman's '48 talk was not telecast and that the Governor's speech (CBS-TV, Monday, 1-1:30 p.m. EST) was televised nationally by a major network as well as locally.

But was the Governor's "audience" really small or was it large? Close associates of the Democratic nominee noted that millions of people actually viewed the talk. The one thing they were certain of was: Actual attendance at a rally is no longer the barometer of shifting political winds.

A similar appearance of the Governor in Grand Rapids, Mich. (telecast locally by WOOD-TV) drew between 3,000 and 5,000 spectators in Campau Square.

The prospect of decreased attendance also drew attention of Eisenhower forces in Miami, Fla. When the shouting was over, WTVJ (TV) that city emerged

(Continued on page 46)

* * *

ADVERTISING strategy takes the spotlight here as agency heads confer with GOP Presidential nominee Dwight D. Eisenhower. Talking over media plans are (l to r): J. H. S. Ellis, president of Kudner Agency Inc.; Gen. Eisenhower, and Ben Duffy, president of BBDO. The two agencies are collaborating on an advertising program for the Eisenhower-Nixon campaign, working with the Republican National Committee [B•T, Sept. 1]. Scene was the Commodore Hotel, New York, the General's temporary headquarters.

XUM

More Samples from the WHO Mailbag

UNIVERSITY
SEP 19 1952

Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes the announcement was made at about 7:39 or 40. Since we have no news paper in Wesley, and the county papers would be published too late Thurs. so your service was perfect, covering Wesley—and burial at Metz—beyond Colfax.

The relatives and friends of the family are scattered—residing near Metz—Grinnell—Laurel—and up here at Whittemore—Ft. Dodge—and Emmetsburg. Our church was well filled at 9:15 and more than 100 people from near Metz attended. The WHO service is greatly appreciated.

Sincerely,
(Rev.) J. A. Riggs
Wesley, Iowa

Dear Mr. Loyet:

May I take this opportunity to thank you most sincerely for the interest taken by your station in giving news and broadcast time to the annual Hawkeye Boys State held at Camp Dodge. I want especially to thank you for working in the important officers of Hawkeye Boys State on the regular Governor's Hour program on Saturday, June 9th.

We have received several favorable comments on the program in addition to those expressed by Governor Beardsley, himself.

We have appreciated the hearty cooperation of Radio Station WHO in the past and are grateful for the time which has been allotted for American Legion programs and activities.

Sincerely yours,
A. F. Faber
Director of Public Relations
Iowa Department
The American Legion
Des Moines 9, Iowa

Dear Mr. Woods:

On behalf of all our patients and Special Services, may I extend sincere thanks and appreciation for making possible the Barn Dance Frolic. It was a very excellent program and one that all patients enjoyed.

We appreciate the thoughtfulness and interest of WHO on behalf of the hospitalized veterans. The cooperative and unselfish attitude of the individual participants created a warm feeling as well as an excellent performance. Please extend our thanks to all.

Very sincerely yours,
L. E. Hunn
Chief, Special Services
Veterans Administration Center
Des Moines, Iowa

Dear Mr. Shelley:

Just a little note of very sincere appreciation to you and the WHO news staff for being so kind in broadcasting the announcement of the cancellation of the Simpson College Choir Concert at Hoyt Sherman Place last night.
This willingness on the part of your staff to render such service is a very gracious act and I want you to know that there is one man over here who appreciates it.

Very sincerely yours,
Edwin Edgar Voigt
Simpson College President
Indianola, Iowa

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large number of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

Sincerely,
Calvin D. Lowell
CWO 34th Inf Div Band Iowa NG
Fairfield, Iowa

Dear Mr. Woods:

As chairman of the Holy Week Noonday Services sponsored by the Ministerial Association of Des Moines I want to thank you for the assistance you gave us in placing the facilities of your radio station at our disposal. We sincerely appreciate this cooperation in making possible one of the finest seasons we have had.

Sincerely yours,
Marvin O. Sansbury
University Christian Church
Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday.

Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb's efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,
William A. Buchholz
Des Moines 7, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets *mailbags* of personal letters—to understand the feelings of friendship and *inter-dependence* that exist between WHO and its listeners. . . .

Read these few typical letters, and we believe you'll get some new ideas of what WHO *means* in Iowa Plus—what WHO can mean to advertisers, too. . . .

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

American Comp

announces the immediate appointment of

EDWARD PETRY &

NEW YORK CHICAGO
ST. LOUIS SAN FR

AS EXCLUSIVE NATIONAL REPRESENTATIVES FOR

XUM

Broadcasting
pany

& COMPANY, INC.

LOS ANGELES DETROIT
FRANCISCO DALLAS

WJZ New York WJZ-TV

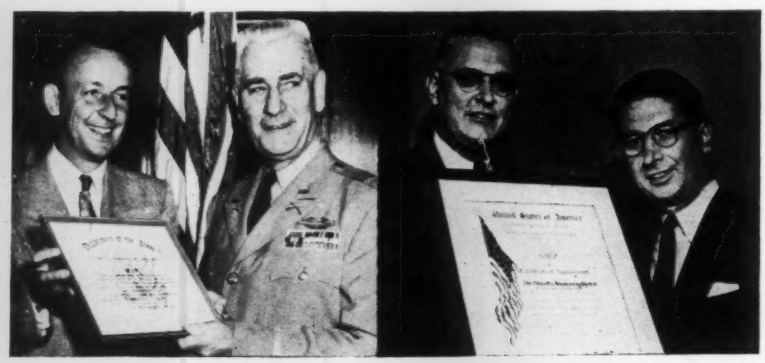
KGO San Francisco KGO-TV

XUM

ATTENDING "WDSU Night at Pontchartrain Beach" are (l to r) William Ellwell, prog. dir., WDSU New Orleans; Gay Batson, WDSU chief announcer; Edgar B. Stern Jr., pres., WDSU Broadcasting Corp., and Harry Batt, gen. mgr., Pontchartrain Beach.

WORTH KRAMER (l), v. p.-gen. mgr., WJR Detroit, receives Dept. of Army Certificate of Achievement from Col. James R. Urquhart, chief, Mich. Military District, "for outstanding and conspicuous service" in presenting "the role and mission" of the U. S. Army to the public.

CONFERRING on *Hallmark Playhouse's* script are (seated l to r) Bill Gay, prod.-dir. Foote, Cone & Belding, Hollywood; and Lionel Barrymore, actor-narrator; standing, Joseph Cunningham, radio-TV dir., FC&B, Chicago; E. H. Baker, Western mgr., Hall Bros., show's sponsor; C. Burt Oliver, v. p.-gen. mgr., FC&B, Hollywood.



ROBERT J. McANDREWS (l), coml. mgr., KBIG Avalon, and radio-TV coordinator Adv. Assn. of the West, presents annual AAW "best spot commercials award for cities of over 100,000" to A. E. DeYoung, pres.-gen. mgr., KERO Bakersfield.

JOHN STEELMAN (l), acting dir., Office of Defense Mobilization, and Adrian Murphy, pres., CBS Radio, hold scroll presented by ODM to WCBS New York for weekly series, *Defense Is Your Business.*

DISCUSSING *The Fred Waring Show,* aired on KLZ Denver, are (l to r): Dave Glisman, KLZ local star of show; Hugh B. Terry, KLZ pres.-gen. mgr.; Mr. Waring, Jack McMurtry, pres., McMurtry Mfg. Co., program's sponsor.

MEDIA VALUES

Should Be Studied, Dist. 15 Told

RISE of television offers an invitation to re-examine all media as well as to see how the visual medium may affect radio, Everett Zeigler, account representative for J. Walter Thompson Co., San Francisco, told the NARTB District 15 meeting Friday. ★

Concluding a two-day session at the Mark Hopkins Hotel, San Francisco, district delegates took part in a TV clinic conducted by Campbell Arnoux, WTAR-TV Norfolk, Va., a member of the NARTB TV Board (see summary of Mr. Arnoux's talk page 78).

Mr. Zeigler said the agency offers perspective to the advertising business. "Radio was the first to personalize the advertising message with the persuasive voice of the 'live' salesman right in the home," Mr. Zeigler said. "Now TV's great contribution is that it brings both the salesman and the products right into the home.

"Up to now the job of clinching the sale through product demonstration has of necessity fallen largely to individual calls or demonstrations. But individual personal selling isn't enough any more."

Need for Advertising Stressed

Pointing out that the number of salesmen hasn't increased with the amount of goods produced in the post-war period, Mr. Zeigler said, "We need everything advertising can offer us in the way of selling techniques. We need what radio and television—or any other media—can offer in order to move the vast quantities of merchandise America has shown the capacity to produce. Sometimes today, though, it seems that radio is so concerned with TV that it loses sight of its positive assets.

"Radio didn't replace newspaper advertising. It filled a real need for a personal low-cost selling technique. It finally caused newspapers to go out and work a little harder for the ad dollar. In the final analysis it strengthened newspapers greatly as an advertising medium.

"Some of the advantages are so basic that we may overlook them. Every radio station representative worth his salt knows that he gets the best results with some of his prospects by talking to them and with others by writing to them. In other words, some people are 'ear-minded' and others are 'eye-minded'.

"There is no question basically of the effectiveness of radio. More often it becomes a question of when do you use one medium and when another. Most often two or three media are teamed together or in sequence to do the desired job.

"Radio gives good coverage, is an effective salesman and can be merchandised effectively. Radio is flexible and low in cost per person reached. But radio cannot show the product and the advertising life of radio is short-lived, limited to the spoken word.

"TV is a mass medium in some markets and combines sight, sound and motion. Its quick sales response makes it an excellent merchandising possibility. But TV can be costly and frequent rate increases must be expected. Also, the number of markets, stations and sets is currently limited. Increased audiences will be paralleled by increased rates and may eventually rule out desirable programs for advertisers with limited budgets.

"Keeping radio's strong points and limitations in mind is only logical. This approach may be likened to using a rifle rather than a shotgun."

Glenn Shaw, KLX Oakland, District 15 director, presided at the two-day meeting. He observed that broadcasters have been "misled regarding their real enemy." Instead of uniting to raise the stature of radio as an industry, he said, "we have engaged in a fratricidal conflict within the industry. We must give our attention to getting the most out of the advertising dollar in competition with other media."

In an attack on rate chiseling, Stanley G. Breyer, KJBS San Francisco, called on station managers in the San Francisco-Oakland area to sign a memorandum which would assure all advertisers that they are paying the same rates for the same schedule. Under this plan, any price concession not included in the published rate card would obligate the station concerned to advise all other signatories.

Mr. Breyer started a movement two years ago designed to bring an evaluation of radio audience survey techniques.

Warned About Special Taxes

Philip G. Lasky, KSFO-KPIX (TV) San Francisco, chairman of the legislative committee of California State Radio & TV Assn., warned broadcasters to be vigilant in the case of discriminatory legislation that singles out radio and TV for special taxes.

Harold E. Fellows, NARTB president, reviewed NARTB operations in his Thursday morning talk. Ralph W. Hardy, NARTB government relations director; William T. Stubblefield, station relations director; William K. Treynor, West Coast representative; Thad Brown, TV director, and Richard P. Doherty, employe-employer relations director, also took part in the meeting.

Participating in the TV panel conducted by Mr. Arnoux were Mr. Brown; Harold See, KRON-TV San Francisco; Mr. Lasky; Vince Francis, KGO-TV San Francisco.

XUM

JAMES E. MURLEY

producer

of

K E N —— and —— CAROLYN

Kitchen Program

FOR NEW ENGLAND'S TWO BILLION DOLLAR MARKET

announces the appointment of

The O. L. TAYLOR COMPANY

as exclusive national representatives

effective immediately

WLAW	ABC	Boston
WGAN	CBS	Portland
WGUY	CBS	Bangor
WTAG	CBS	Worcester
WSPR	ABC	Springfield
WPJB	ABC	Providence
WTHT	ABC	Hartford

7 key stations

Merchandising Coverage Area—2,385,420 radio families

Food Sales—$2,097,578,000

Full Time Merchandising Staff

Tie-in newspaper promotion with New England's Leading Food chains

Food advertisers have invested over $3,000,000 in this great New England Food Program in the past twelve years.

James E. Murley,
8 Newbury Street,
Boston 16, Mass.

Please tell me how Ken and Carolyn merchandising can stimulate sales for our product.

Name ..... Product .....

Company .....

Agency ..... Address .....

NBC Trims Rates—Matches CBS Radio

(Continued from page 24)

counts, because they provided maximum flexibility and offer incentives to all types of advertisers, both large and small. . . .

"The weekly dollar volume discount feature makes it economically attractive for advertisers to expand their station lineups on individual programs. This is accomplished without placing rigid requirements on the precise size or type of network which must be purchased to gain discount benefits. We feel that the advantages of such a discount approach are particularly striking in comparison with a discount system based on annual volume [Editor's Note: CBS Radio's new plan uses annual volume as a basis]. We intend to use these advantages as an affirmative sales tool in developing new business.

"At the same time, the availability of the 47.75% overall discount, in lieu of annual rebate and weekly discounts, avoids inequities among advertisers. It also meets the requirements of the multi-program evening advertiser who spends a substantial amount on network radio, but whose talent arrangements, marketing practices or budget situation precludes a 52-week continuity on all programs. The overall discount offers such advertisers strong inducement to consolidate their radio network advertising on NBC. . . .

"By liberalizing the application of our contiguous rate policy, we are making it easier for daytime strip advertisers to buy evening strips or individual periods; and conversely we are making it attractive for our evening advertisers to add daytime programs to their broadcast operation. In this way we are seeking to develop for advertisers the maximum values of both daytime and evening radio as a means of reaching a tremendous diversified and unduplicated audience.

"We have submitted this plan to our affiliates at our Chicago meeting and are very gratified at the response shown by them and their recognition of the merits of our proposals. We intend to proceed at once to send our stations amendments of the affiliation contracts designed to implement our plan, and we are looking forward to their unanimous acceptance of it. . . . "

Sugg Compliments Plans

P. A. Sugg of WKY Oklahoma City, chairman of the network's Radio Stations Planning and Advisory Committee, who presided over the meetings, also complimented the plan.

"Although the affiliates believe that in terms of values delivered, network radio is already underpriced, we recognize the realities of the competitive situation," Mr. Sugg asserted. "I think I can speak for practically all the stations represented at the Chicago meetings in saying that NBC has approached the problem with intelligence, imagination and sound business judgment.

"As a result, it has evolved a plan which is not limited to a repricing of network time, but has many constructive elements which should sell to build our network volume on the basis of a stable price structure, and open ways for using the medium with maximum efficiency for advertisers, and with resulting benefits to the stations."

There were several reasons for confidence that the plan would be accepted.

Foremost was the fact that CBS Radio already had made the plunge —a fact which affiliates generally accepted as making it necessary for NBC (as well as other national networks) to "do something" to regain competitive status.

Another factor, at least in the minds of some affiliates, was the reduced stature of stations' earnings from the network as compared with their income from local and national spot business.

One station executive estimated that, of all the stations represented at the meeting of "primary" affiliates, only a few (and perhaps none) receive more than 20% of their income from network business. Accordingly, he reasoned, a 14% cut in this portion of total revenue is less repugnant than it first sounds.

On the other hand, another affiliate estimated that NBC would have to sell $75,000 in additional business on his station before he could make up the 14% reduction in compensation.

It appeared certain that NBC radio affiliates who also have TV stations would use the new radio plan as a lever to support their bid for additional compensation for TV affiliates (also see story, page 67). One affiliate said he was telling NBC authorities that if they wanted him to sign the radio amendment by Sept. 15, they had better get together on the affiliates' new TV compensation proposal no later than Sept. 14.

The effect of the new network rate-and-discount moves upon local and national spot business received considerable attention. The consensus among station executives was that these two sources of income are running stronger now than at any other time in the past two or three years.

McConnell Statement

President McConnell pointed up this fact with the report that NBC's New York key station, WNBC, is headed this year for the best year in its history [B•T, Sept. 1]. Similarly, Mr. Hough called attention to the strength of local and national spot, asserting that nighttime network radio is "the only fly in the ointment."

Affiliates were hopeful, in view of the local and spot strength, plus the fact that neither NBC nor CBS has actually reduced its card rate, that any carry-over effect of the new discounts upon non-network business would be minimal.

Participants said President McConnell was asked during the meetings whether he felt the current adjustment in nighttime charges would be "the last." He replied that this could not be guaranteed, but that network radio business this fall is stronger than in the past two years and he felt it should not be necessary to cut below CBS Radio's average 25% reduction in order to sell and keep network accounts.

The new "contiguous rate" plan was described as a move which will put NBC into stronger competition with CBS Radio without diminishing NBC income in any way.

Under its present discount structure, NBC makes "contiguous" concessions for sponsors of daytime strips — Monday-through-Friday advertisers. The new plan provides similar "contiguous" concessions for programs which these advertisers buy in evening time. Or sponsors of evening "strips" can get "contiguous" rates for sponsorship of daytime programs.

The feature of this plan which pleased both NBC and affiliates is that, as of now, NBC has no daytime strip advertisers who also sponsor evening programs; nor does it have nighttime strip advertisers who also carry daytime programs. Accordingly, any additional business which the plan attracts is new and extra—or, as one affiliate puts it, "It can't hurt us."

Most unattractive feature of the plan, from the affiliates' standpoint, derived from a fear that it would lead the network to encroach upon the national spot field. They feared that NBC would start selling, say, five-minute evening programs at the "contiguous" discount. Accordingly, they urged—and NBC authorities agreed—that the "contiguous" rates should apply only to programs of 15 minutes or more.

Network officials, meanwhile, in citing the plan's advantages, emphasized that while NBC currently has no accounts to which the expanded plan would be applicable, CBS Radio does have daytime strip advertisers who also sponsor one or more evening programs. They made clear that they felt their new plan would prove to be an enticement to such advertisers to move over to NBC, as well as a lure to their own strip sponsors to buy additional time in the opposite segment of the broadcast day.

Spade-work on the plan had been done in the weeks preceding the meetings by Station Relations Vice President Harry Bannister, and his staff. Calls had been made on many of the affiliates.

While President McConnell made the key presentation of the new rate-and-discount plan to the affiliates, Sales Vice President John Herbert presented fall sales plans, pointing out that NBC is spending $1 million to promote radio sales during the fall selling season.

This he broke down as follows: $125,000 for the recently released study of radio's sales effectiveness; $275,000 for A. C. Nielsen Co.'s radio coverage study, results of which are slated for delivery late this month; $100,000 for promotion of these two studies, and the previously announced $500,000 budgeted for the network's new merchandising department [B•T, Sept. 1, 1952; Dec. 3, 1951].

Mr. Herbert also reported that a total of 159 (representing 82%) of NBC's radio affiliates are currently offering a merchandising service to advertisers.

Registration at Chicago NBC Meeting

REGISTRANTS for the rates meeting of NBC primary affiliates, the network's Station Planning and Advisory Committee and NBC officials last Wednesday in Chicago were as follows, including some other affiliates who participated:

Joseph Baudino, Westinghouse Stations; Robert Hanna, WGY Schenectady; E. R. Vadeboncoeur, WSYR Syracuse; William Fay, WHAM Rochester; C. Robert Thompson, WBEN Buffalo; Jack Harris, KPRC Houston; Les Peard, WBAL Baltimore; Edwin Wheeler, WWJ Detroit; Lee Wailes and Allen Haid, WSPD Toledo; Willard Worcester, WIRE Indianapolis; Harry Mason Smith and Norman E. Cash, WLW Cincinnati.

George Norton, WAVE Louisville; Irving Waugh, WSM Nashville; Walter Damm and Russ Winnie, WTMJ Milwaukee; George Burbach, W. P. Rogers and H. A. Brockland, KSD St. Louis; Ralph Evans, Paul Loyet and Harold Fulton, WOC Davenport and WHO Des Moines; Stanley Hubbard, KSTP St. Paul - Minneapolis; Frank Fogarty, WOW Omaha; Al Schrott, WJAC Johnstown; Robert Harrington, WSVA Harrisonburg, Va.; Richard Mason, WPTF Raleigh, N. C.; Harold Essex, WSJS Winston-Salem, N. C.

B. T. Whitmire, WFBC Greenville, S. C.; G. Richard Shafto, WIS Columbia, S. C.; Leonard Reinsch, Cox Stations; Howard Pill, WSFA Montgomery, Ala.; Robert Swezey, WDSU New Orleans; Henry Slavick, WMC Memphis; William Way, KVOO Tulsa; P. A. Sugg, WKY Oklahoma City; Martin Campbell and Alex Keese, WFAA Dallas; Harold Hough, WBAP Fort Worth; H Quenton Cox, KGW Portland, Ore.; Ray Baker and William Warren, KOMO Seattle; Richard Dunning, KHQ Spokane; and Willard Schroeder, WOOD Grand Rapids.

NBC contingent on hand for the meetings included the following: Board Chairman Niles Trammell; President Joseph H. McConnell; Vice President Charles R. Denny; Vice President and General Manager Frank White; Station Relations Vice President Harry Bannister; Sales Vice President John Herbert; Press Vice President Sydney H. Eiges; Vice President and Attorney General Gustav B. Margraf; Financial Vice President Joseph V. Heffernan; Director of Promotion, Research & Planning Ruddick Lawrence; Research and Planning Director Hugh M. Beville; Special Projects Director David C. Adams; Station Relations Director Sheldon B. Hickox Jr.; Station Relations Manager Thomas E. Knode, and Alan D. Courtney, Donald Mercer, Raymond O'Connell and Paul Hancock of the station relations staff.

RCA Training Program

MORE than 100 broadcasters from all parts of the nation are expected to attend the 12th in a series of five-day training programs at the RCA Victor plant in Camden, N. J., Sept. 22-26. The course covers basic theory, design, operation and maintenance of television broadcast equipment.

XUM

A distinguished series of radio programs designed with respect—

FOR ALL AMERICANS

"the Jeffersonian Heritage"

When in the Course of Human Events it becomes necessary

. . . for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson —patriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Wladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten. Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

THIRTEEN HALF-HOUR RADIO DRAMAS
starring
MR. CLAUDE RAINS

OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:
"People Under Communism"
"The Ways of Mankind"
"The People Talk Back"
"Voices of Europe"

Because these presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation . . .

Send check or write for further information.
National Association of Educational Broadcasters
Mr. Frank Schooley, Treasurer. Dept. BT
University of Illinois,
Urbana, Ill.

"The Jeffersonian Heritage" programs are now available to commercial radio stations on a sustaining basis for just the cost of the pressings, $25.00.

FORD GRANT

Educators Receive $5 Million

THE FORD Foundation has appropriated $5 million to help finance construction and programming of non-commercial, educational television stations.

The grant was announced by Paul H. Helms, chairman of the board of directors of the Fund for Adult Education, which was set up and is financed by the Ford Foundation and which will administer and distribute the $5 million.

Though this was not mentioned by Mr. Helms, it was learned that C. Scott Fletcher, president of the Fund for Adult Education, has already offered to put up one-third of the cost of building stations in several communities, if those who are to run the stations can raise the other two-thirds.

Mr. Fletcher has met with educational and civic groups in such cities as Pittsburgh, San Francisco, Denver, St. Louis, Cleveland and Detroit, it was reported. The amounts of the contributions which he has been offering were said to run between $100,000 and $150,000.

How much of the $5 million Ford grant would be allocated to construction projects and how much to programming could not be learned. In his statement Mr. Helms said that "whatever part of the total grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden."

From other sources, it was understood that the Fund for Adult Education had in mind helping out in the building of perhaps a dozen educational stations—providing the educators can find the necessary two-thirds of the cost. That would mean that the Fund was prepared to spend between $1.2 million and $1.8 million for that purpose.

It was also learned that Mr. Fletcher will set up two committees, one to work with local groups in getting stations started and the other a central programming committee.

Program Facility Mulled

In his statement, Mr. Helms said the Fund had under consideration the development of a "central programming facility" which, though not described, was presumed to be conceived as a project for producing programs that would be distributed generally to educational stations.

Programming for educational purposes has been an interest of the Ford Foundation for some time. Grants totalling several million dollars have been made to the National Assn. of Educational Broadcasters, Iowa State College, and the Television-Radio Workshop which produces programs for broadcast on commercial facilities.

But the new interest in assisting the construction of facilities is a reversal of former policy. Until now the foundation has determinedly shied away from providing money for anything but programming and the exploration of general problems of educational television.

The 180-degree turn in Ford policy represents a victory for FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock, the Commission's champions of educational television. It is known that both have been assiduously cultivating the big foundations in hopes of obtaining the finances to build stations on some of the 242 channels which the FCC, mainly at Miss Hennock's behest, reserved for education.

Mr. Walker and Miss Hennock have even solicited the President's support in their campaign, and it is believed that White House pressure was exerted on the Ford Foundation.

In his statement, for release today, Mr. Helms said:

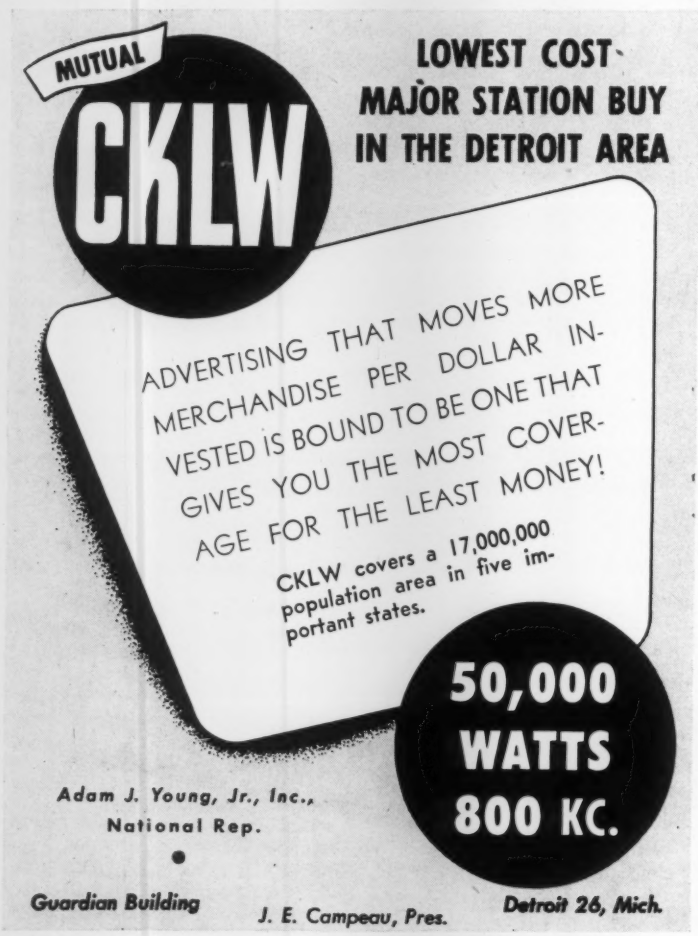
"The Ford Foundation has made a grant to the Fund for Adult Education to enable it to try to find practical methods for the development of television as an educational medium. Two main aspects of educational television are being studied.

"First, appraisal of the ability and willingness of educational institutions and other interested groups to raise the substantial sums necessary to erect television stations in their communities, and thus to take advantage of the channels the FCC has temporarily set aside for educational purposes. These channels may be lost for educational purposes unless they are financed and built within a matter of months.

"Second, appraisal of the means by which high quality program material can best be provided for these educational institutions or groups will be willing to make major investments in station facilities without some prospect of filling program demands at relatively low cost. One way of meeting this need that is under consideration by the Fund is some sort of central programming facility.

"The Fund is limited to an overall expenditure of five million dollars in these two fields. It is recognized that even this substantial sum can permit only a relatively small contribution to either problem. Whatever part of the total grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden. The Fund will have to be guided by geographical and other considerations that will rule out any assistance whatsoever in most communities where channels for educational purposes are available.

"Future announcements of the Fund's efforts will be made by C. Scott Fletcher, president of the Fund, when specific projects materialize."


MUTUAL
CKLW
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
ADVERTISING THAT MOVES MORE MERCHANDISE PER DOLLAR INVESTED IS BOUND TO BE ONE THAT GIVES YOU THE MOST COVERAGE FOR THE LEAST MONEY!
CKLW covers a 17,000,000 population area in five important states.
50,000 WATTS 800 KC.
Adam J. Young, Jr., Inc., National Rep.
Guardian Building
J. E. Campeau, Pres.
Detroit 26, Mich.

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Sept.			
8-9	16	Del Coronado	Coronado Beach, Calif.
11-12	14	Cosmopolitan	Denver
15-16	12	Lassen	Wichita
18-19	13	Texas	Ft. Worth
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8: National Capital Forge of American Public Relations Assn. fall meeting, Hotel Lafayette, Washington.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca.

Sept. 14-18: Theatre Owners of America annual convention, Hotel Shoreham, Washington, D. C.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, New York.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Washington.

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

The World's Most Powerful Television Station

WHUM-TV

Reading, Pa.

announces the appointment of

H-R REPRESENTATIVES, INC.

as exclusive national representative

Effective Immediately

WHUM-TV will be the World's Most Powerful Television Station with 260,000 watts effective radiated power on UHF Channel 61, from an antenna twice as high as the Empire State Building, on a 1,036-foot tower on a 1,650-foot mountain. A 62-mile primary coverage area will serve 750,000 Eastern Pennsylvania families in Reading, Harrisburg, Allentown, Wilkes-Barre, and Lancaster and York areas.

In operation by December 1952! Construction started Sept. 5. WHUM-TV mobile unit went into operation in Reading, Sept. 5!

100,000 receivers available for your sales messages!

For availabilities and rates, call or wire:

H-R REPRESENTATIVES, INC.

New York • Chicago • Los Angeles • San Francisco

CBS SWITCH

Involves Wilkey, Akerman

APPOINTMENT of Gene Wilkey, formerly with WCCO Minneapolis-St. Paul, as general manager of KMOX St. Louis, was announced Aug. 29 by H. Leslie Atlass, vice president in charge of CBS Central Div.

Mr. Wilkey

At the same time, Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, announced that John L. Akerman, KMOX general manager, joins CBS Radio Spot Sales in New York.

The appointment of Mr. Wilkey was effective last Monday. It had been reported earlier that he would join CBS Radio in New York.

The addition of Mr Akerman to the New York staff was dictated, according to Mr. Campbell, by "the increase in spot radio activity, plus the fact that CBS Radio Sales recently assumed the representation of WCBS in the New York City area."

Mr. Wilkey joined WCCO in January 1944 as assistant program director. A year later he was appointed program director. In 1949 he was made assistant general manager and the following year became general manager. He continued in this post early last August when WCCO radio was merged with WTCN-TV under Midwest Radio & Television Inc. [B•T, Aug. 4]. Before 1944 Mr. Wilkey was with WDOD Chattanooga, Tenn.

Mr. Akerman joined WBBM Chicago in September 1944 as an account executive. Five years later he became the station's eastern sales representative, with headquarters in New York. He was later appointed assistant manager of WBBM, another CBS 50 kw outlet, and joined KMOX as general manager in October 1950.

FCC Statistics Book

FCC's 215-page publication, *Statistics of the Communications Industry of the United States*, now is available from Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 50 cents. The volume contains financial and operating data filed by telephone, wire-telegraph, ocean-cable and radiotelegraph carriers. It does not include statistics on the broadcasting industry.

VIDEO DOLLARS

Lawrence Sees Half-Billion

PREDICTION that the total investment of American advertisers in TV time and talent would top the half-billion-dollar mark this year was made Friday by Ruddick Lawrence, NBC director of promotion, planning and development.

Speaking at the 59th annual convention of the Pacific Coast Gas Assn. at the Ambassador Hotel, Los Angeles, Mr. Lawrence said the $500 million estimate for 1952 compares with video time and talent expenditures of $388 million in 1951 and of $10 million in 1948.

NBC-TV network will have a substantial share of this year's total, he stated, reporting that during the first half of this year the combined advertiser expenditures on NBC-TV—time, talent, production and commercials—amounted to approximately $70 million. "That makes NBC-TV the largest single advertising medium in the world," Mr. Lawrence declared.

New York Survey

Reporting on a special survey of the political convention TV audience made for NBC by advertisers in the New York metropolitan area, Mr. Lawrence said that nine out of every ten persons in New York saw some part of the conventions on TV. A cross-section of 650 persons, he said, reported spending, on the average, nearly 12 hours watching the Republican Convention and nearly 11 hours with the Democratic sessions. More than half of non-TV owners managed to find a set where they could watch proceedings, he said. And when asked as to what medium did the best job of convention coverage, 68% voted in favor of TV.

Speaking to the subject, "Is Television Today's House-to-House Salesman?", Mr. Lawrence reported on many of the results of the Hofstra-NBC studies of TV's sales effectiveness. He noted that many advertisers have failed to capitalize on the use of TV as a public relations tool. "They have concentrated on selling the end product, but they have failed to sell what stands back of their product," he said.

Just as smart advertisers appreciate the value of TV in public relations, so are they "beginning to recognize that radio and TV work exceedingly well in tandem," Mr. Lawrence stated. Both media, he said, makes use of house-to-house personal selling. Both make the deepest impression on the audience. Both provide an immediacy—an instantaneous and identical contact—possible with no other type of advertising. Both provide unmatched flexibility for your commercial, he said.

SEARLE TO KOA

Elected V. P., Gen. Mgr.

NEGOTIATIONS were underway last weekend to have Don Searle, Hollywood program packager and former ABC Western Division vice president, become vice president and general manager of KOA Denver. If arrangements are consummated, Mr. Searle will also obtain a 10% interest in Metropolitan Television Corp., the new company owning KOA. He will also spearhead the TV activities of KOA, if it is successful in getting a grant for Channel 4 from the FCC.

Mr. Searle

Mr. Searle was engaged in program production and packaging with James Parks for the last four years in Hollywood. From 1943 to 1948, he was ABC's West Coast executive.

With Herbert Hollister, Mr. Searle owns KMMJ Grand Island, Neb., and KXXX Colby, Kan. They are also applicants for a new AM station in Columbia, Mo. Several months ago, Messrs. Searle and Hollister offered to buy KOA [CLOSED CIRCUIT, June 9], but the station was sold to radio-TV-motion picture comedian Bob Hope and a group of Denver businessmen headed by Denver Mayor Quigg Newton for $2,250,000. The FCC approved the sale of the NBC affiliate two weeks ago [B•T, Sept. 1].

Hearings on the applications for the two available Denver TV channels are scheduled for Oct. 1 in Washington. Competing with KOA for Channel 4 is KMYR.

Meanwhile, it is expected that NBC will shortly announce the purchase of a Los Angeles radio station. The network has been trying to buy its long-time affiliate, KFI, but with owner Earle C. Anthony repeatedly stating that the station is not for sale, NBC also has been negotiating for the purchase of KMPC.

Edwin Pauley, Democratic Party leader and southwestern oil magnate, with a group of unidentified associates has also sought to buy KMPC. A few weeks ago the deal was reported set, but since has "fallen apart," a KMPC spokesman said.

HARRY S. GOODMAN Productions, N. Y., announces availability of a series of half-hour comedy-adventures titled *Meet Miss Terry*, starring Gracie Fields. Programs may be obtained for audition on a local, regional or national basis.

WEEK-long seminar at Westinghouse Educational Center, Pittsburgh, Pa., was held to climax job experience program for college professors and instructors who have been working since early summer at plants of the Westinghouse Electric Corp.

be..R-W.*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WWNR (b) 1000 W. BECKLEY, W.VA. 620 KC.

JOE RAHALL, PRESIDENT

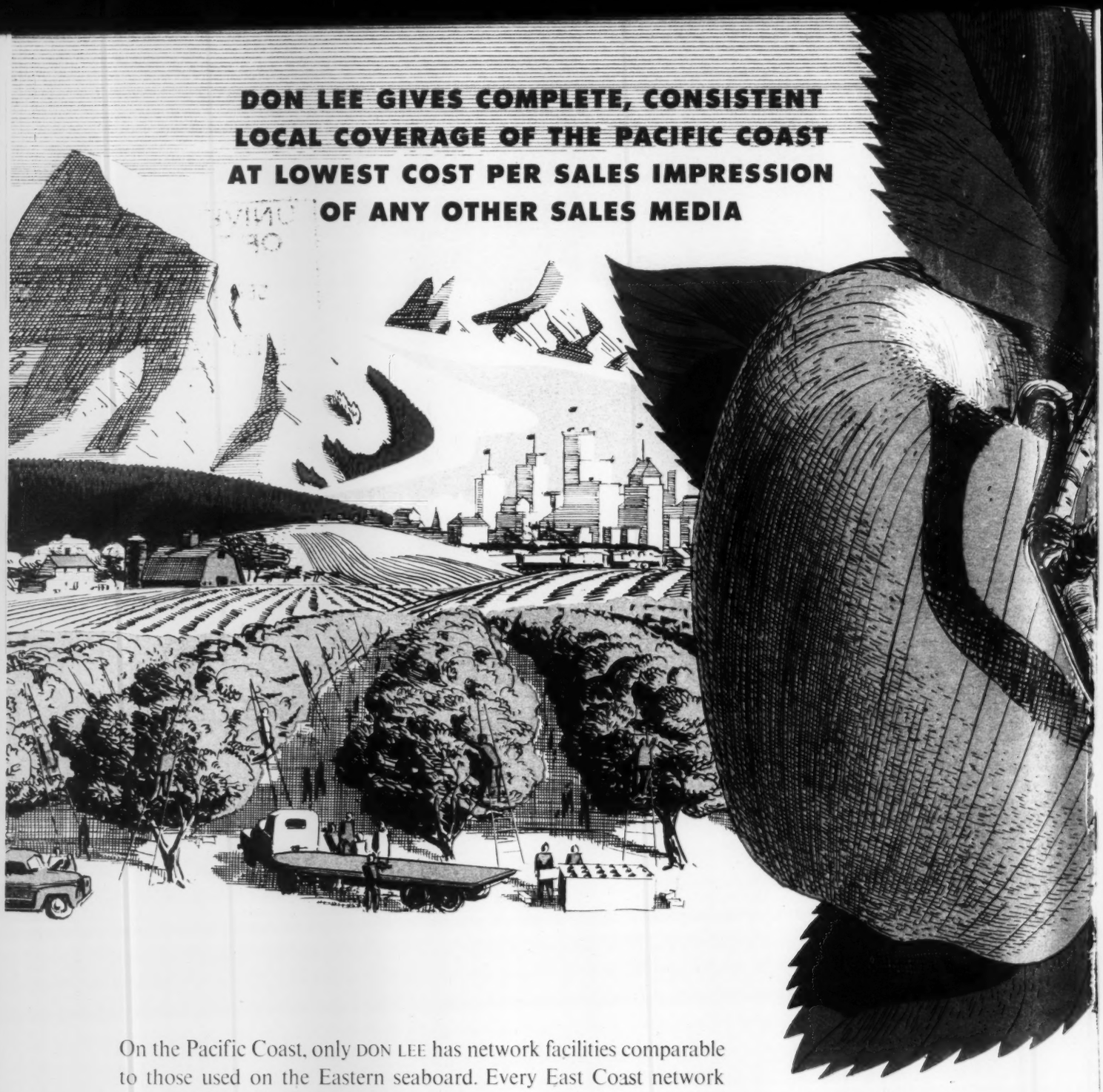
National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

Don Lee's
Radio Audiences
are going higher!
FIRST QUARTER AVERAGE...1952 vs. 1949*
Daytime audience 23.2% higher
Evening audience 11.0% higher
...and network rates are currently
LOWER than they were in 1949!
*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.

DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA



On the Pacific Coast, only DON LEE has network facilities comparable to those used on the Eastern seaboard. Every East Coast network uses at least 40 stations to achieve local coverage for areas equal in size to the Pacific Coast. And only DON LEE can sell your customers *locally* in the 45 important Pacific Coast markets from their own local network station. DON LEE has the flexibility to match your distribution. You buy what *you* need, where you need it...without waste.

That's why DON LEE consistently carries more Pacific Coast regional business (with more regional shows in the top ten) than any other network. Advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium... DON LEE.

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

1313 North Vine Street
Hollywood 28, California

Represented Nationally by John Blair & Company

'Time To Get Up'

RCA Victor's entry into the clock-radio field is a table instrument that the company says can "tell the time, sing the owner to sleep, wake him up with an alarm, soft music or news; turn on a lamp or start the coffee percolating." The new instrument (Model 2 C521) is designed with a round clock dial on the left side and a round radio dial on the right. The radio is equipped with a phone-jack for easy connection of a record player. The clock has a Telechron movement with a buzzer-type alarm, as well as a "sleep control" switch to shut off or turn on the radio at a designated time. An outlet is provided at the rear of the instrument for attachment of an electric lamp, coffee, or other appliance, which also can be turned on automatically at a specified time.

BLAIR INSTALLS

New Auditioning Equipment

NEW custom-designed audition equipment has been installed in the quarters of John Blair & Co., national representative firm, and at Blair-TV Inc., national TV representatives, in the Chrysler Bldg., New York.

The equipment permits screening of 16mm sound and silent film and auditioning tape at two speeds and electrical transcriptions at three speeds.

The unit now is located in a conference room, but may be moved intact to any site in or out of the building without altering any of the electronic arrangements. It contains the following: A tape recorder and playback, turntable, 12-tube FM-AM tuner, amplifier, projector and speaker.

NEW NPA POSTS

Clark, Potter Named

KEY appointments to its electrical and communications divisions were announced by the National Production Authority last week.

Bonnell W. Clark, retired vice president in charge of sales for Westinghouse Electric Corp., is returning to NPA's Electrical Equipment Div. as director. He had held that post until last June. Mr. Clark retired as a Westinghouse executive in January 1950 and is past president of the National Assn. of Electrical Distributors and National Electric Mfrs. Assn. Appointment of Charles W. Potter and Ralph F. Lucier as director and deputy director, respectively, of NPA's Communications Equipment Div. also was announced. Mr. Potter succeeds Everett C. Roys, who returns to General Telephone Co. of Pennsylvania.

GRIDCASTS

Radio, TV Signings Announced By Networks, Stations

ADDITIONAL radio and television football coverage schedules were announced last week by networks and stations.

An 11-game armed services football schedule will be telecast by CBS-TV, beginning Sept. 20 and ending Nov. 29. Grid teams from Army, Air Force, Navy and Marine stations will be featured.

Standard Oil Co. of Indiana, which previously announced a radio coverage sponsorship schedule for several collegiate games [B•T, Aug. 25], also will take half-sponsorship of the complete 11 Sunday home games combined of the Chicago Bears and Cardinals on seven ABC-TV stations, beginning Oct. 5.

The ABC-TV stations, which will sell the other half of each game locally, include KSD-TV St. Louis, WOI-TV Ames, WFBM-TV Indianapolis, WJIM-TV Lansing, KMTV (TV) Omaha, WCCO-TV Minneapolis and WHBF-TV Rock Island. Agency is McCann-Erickson, Chicago.

Phillips Petroleum Co., Bartlesville, Okla., which announced it will sponsor the filmed "Game of the Week" of the Big Ten and Big Seven on TV stations in the company's market area, is distributing a 48-page booklet, "How to Watch Football," through dealers.

DuMont TV Network will air 28 regular season games of the National Football League, with two other games tentatively set. As many as three games will be broadcast on a single day, mostly Sundays, on a split network basis, from Sept. 28 to Dec. 14, with 63 stations participating [B•T, Sept. 1].

Shared Sponsorship

Sponsorship is being shared by Miller Brewing Co. through Mathisson & Assoc., Milwaukee; Atlantic Refining Co., through N. W. Ayer & Son, Philadelphia and New York, and Brewing Corp. of America through Lang, Fisher & Stashower Inc., Cleveland. In some cities sponsorship is on a cooperative basis.

American Telephone & Telegraph Co. officials said the Orange Bowl game in Miami will be available for a nationwide TV hookup this year upon addition of equipment to carry live telecasts over the existing coaxial cable from Miami to Jacksonville, where they will go to Atlanta over an existing northbound TV channel. The service is expected to be placed in operation Jan. 1, 1953.

AT&T also is working on a two-way network to New Orleans to make possible telecasts of the Sugar Bowl game.

Mutual radio network announced it will air its Saturday "Game of the Week" series of football engagements for local sponsorship, beginning with the Purdue U.-Penn State U. game Sept. 27, and ending with the "Milk Bowl" game, youngsters' classic, at Rosenburg, Tex., on Dec. 6.

The National Milk Bowl is a community series project and played in a different Texas city each year. The contesting teams will come from some 500 small-fry teams in Texas, who will play off in 20 inter-county or satellite bowls, all respecting the age limit of 14 and the 100-lb. weight limit. The 1952 classic is sponsored by the Lions Club.

Announcing two open dates, Nov. 8 and 29, MBS said other games set for coverage are: Oct. 4, Purdue at Ohio State U.; Oct. 11, U. of Washington at Illinois U. or Texas A. & M. at Michigan State; Oct. 18, Washington State at Ohio State or Notre Dame at Purdue; Oct. 25, Purdue at Illinois U. or Penn State at Michigan State; Nov. 1, Ohio State at Northwestern; Nov. 15, Notre Dame at Michigan State, and Nov. 22, Michigan at Ohio State.

WIND Chicago will carry Chicago Bears games, under sponsorship of Standard Oil of Indiana [B•T, Aug. 25] for the seventh year, and the full Northwestern U. schedule, sponsored by Dodge Div. of Chrysler Motor Car Co. for the fourth year.

WSGN-AM-FM Birmingham, Ala., will originate the Alabama Polytechnic Institute (Auburn) football schedule to at least 20 AM and 9 FM stations in Alabama, to be sponsored by General Electric Co., from Sept. 27 to Nov. 29.

KRMG Tulsa will air the 1952 Oklahoma A. & M. (Aggies) slate, from Sept. 20, with Deep Rock Oil Corp. and its dealers sponsoring.

CKLW Detroit (Windsor, Ont.) will broadcast Michigan State games under sponsorship of Sun Oil Co., according to J. E. Campeau, station president.

WSAI Cincinnati will air the complete 10-game U. of Cincinnati 1952 schedule, beginning Sept. 20 and ending Nov. 27. Sponsor is Community Relations Dept. of the GE plant at Lockland, Ohio.

WBCK Battle Creek, Mich., will broadcast U. of Michigan grid games, with Post Cereals Div. of General Foods Corp. sponsoring for the third straight year. Agency handling copy will be Foote Cone & Belding.

Retail Ad Handbook

BUREAU of Advertising, ANPA, has issued a new edition of *The Retail Advertising Budget*, handbook for retailers. It was first published in 1950. Authors are Charles M. Edwards Jr., dean of the New York U. School of Retailing, and Howard M. Cowee, vice president, W. L. Stensgaard & Assoc., formerly on the School of Retailing faculty.

UNIVERSITY OF TULSA
SEP 10 1952
LIBRARY

LOYD SIGMON (l), vice president-assistant general manager, KMPC (Hollywood), shows approval as Jimmy Fidler, veteran Hollywood reporter, signs for weekly commentary on Filmdom happenings. Mr. Sigmon also is president of the Multi-Lyte Corp., which will sponsor the Fidler show.

NARTB HISTORY

Project Now Underway

HISTORY of NARTB is being compiled by David R. Mackey, assistant professor of speech at Pennsylvania State College, as a subject for his Ph. D. thesis. The history will be submitted to Northwestern U., and probably will be published in book form.

Harold E. Fellows, NARTB president, said the association is offering Prof. Mackey complete cooperation in the project, which will require two years. Prof. Mackey plans to interview industry leaders who have figured in NARTB's 30-year history. He will continue his radio teaching at Penn State. He holds B. S. and M. A. degrees at Northwestern and has worked at broadcast stations as writer, director and announcer. He made his first industry contacts at the NARTB District 7 meeting held last month at Cleveland.

WATG SPECIAL

Jaycees Sell 'Sustainers'

WATG Ashland, Ohio, and the local Junior Chamber of Commerce celebrated "Operation Jaycee" with profit to both, producing a day packed with novel programming and new commercials.

Richard D. Leidy, WATG general manager, turned over all sustaining time for a day to the Jaycee group. The Jaycees sold time to local merchants, receiving one-third of the card rate for all business. WATG assumed all production, promotion and advertising costs connected with the campaign.

Novelty programs were staged and the main studio was jammed all day. Events included a horn blowing contest, secret desires panel, hospital interview, cooking show and disc jockey competition. About 50 announcers were used.

SALES of Capitol Records Inc. and its subsidiaries during the year ending June 30, 1952, totaled $13,976,768, an increase of $942,538 over the same period in the preceding year.

XUM

"The Prestige Station of the Carolinas

GREENSBORO, NORTH CAROLINA

● *Tell your story over WBIG, where there are more listeners with more dollars to spend!*

During 1951 and the first quarter of 1952 more radio sets were shipped into North Carolina than any other southern state.* In 1951 WBIG's 16-county market showed a 33,179 set increase.*

● *Greensboro, WBIG's home city, is the second in the nation with retail sales per household of $6,959.***

Sources:

* RTMA

** SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 Watts **CBS Affiliate**

OUT-OF-HOME

Ups Audience 18%—Pulse

OUT-OF-HOME listening has added 18% to the summer radio audience, according to Pulse studies made during July in 14 major markets, which show out-of-home Pulses ranging from 12.4% in Seattle to 21.5% in Philadelphia. Overall figure represents a gain over both the summer of 1951, when the out-of-home extra audience added 17% to the in-home listening total, and last winter, when away-from-home listening boosted the home rating figure by 15%. Market-by-market breakdown of Pulse data, all July except Hartford, which was checked in June, follow:

14 MAJOR MARKETS BY CITIES	HOMES USING RADIO *	HOMES OUT-OF-HOME LISTENING *	PER CENT ADDED BY OUT-OF-HOME LISTENING
Philadelphia	17.2	3.7	21.5
Los Angeles	21.9	4.3	19.6
San Francisco-Oakland	22.3	4.3	19.3
Boston	21.6	4.1	19.0
Baltimore	17.4	3.2	18.4
Hartford	20.1	3.5	17.4
Washington, D. C.	21.1	3.6	17.1
Cincinnati	19.2	3.1	16.1
Chicago	20.9	3.2	15.3
Minneapolis-St. Paul	22.1	3.3	14.9
Detroit	20.5	3.0	14.6
Buffalo	20.2	2.9	14.4
Birmingham	24.5	3.3	13.5
Seattle	25.1	3.1	12.4

*These figures cover 6 a.m. to 12 midnight, Sunday through Saturday, expressed as per cent of all homes surveyed.

'BONUS' LISTENERS

468 per 1,000 in Akron

AKRON, Ohio, has 468 "bonus" listeners for every 1,000 automobiles traveling on streets, according to a survey by Akron U. marketing students. The study was made under Prof. S. M. McKinnon, at the request of WCUE, independent station there.

The survey indicated that of each 1,000 cars traveling, 269 had radios on, which multiplied by the average of 1.74 people in each car, gave 468 listeners. Of 2,014 motorists queried, 71.5% had car radios and 37.6% had them turned on.

AWRT Mich. Meet

TV PANEL session was to highlight a two-day meeting of the Michigan Chapter of the American Women in Radio and Television at Port Huron this past weekend (Sept. 6-7). Panel was scheduled for Saturday, with Fran Harris of WWJ-TV Detroit presiding, and a talk by Franklin Sisson, WOOD-AM-TV Grand Rapids, for that evening. Bruncheon and meeting at the Black River Country Club was set for Sunday. Marion Ryan, Detroit Edison Co., is AWRT state president, and Muriel Hall, WJR Detroit, district representative. Convention chairman was Alice M. Anderson, WTTH-AM-FM Port Huron.

POLITICAL HCL

DiSalle Lists Radio-TV

JOHN Q. PUBLIC knows all about HCL—the high cost of living—and what he didn't know about HCC—the high cost of campaigning, particularly by radio-TV—was brought to his attention in at least one city the past fortnight.

Michael V. DiSalle, Ohio Democratic candidate for the U. S. Senate, placed an advertisement in the *Toledo Blade* "to lay his problem before the voters in a politically-appealing way," the *Washington Post* noted editorially last Tuesday.

Limiting himself to a $165,000 budget raised by friends, Mr. DiSalle, former OPS director, listed a number of expenditures. Among them were $40,000 for "television and radio time" and $5,000 for "radio alone in other communities." Mail represented the largest single expense with $50,000.

Mr. DiSalle last Wednesday launched his own radio-TV Talkathon—a seven-hour program on eight Columbus AM and TV stations. He estimated cost at $6,600.

Mr. DiSalle is scheduled to invade Cincinnati with his Talkathon Sept. 10, with originations from studios of WLW and WLWT (TV) there. Crosley stations will feed five radio-TV outlets in the Queen City area, starting at 5 p.m. WLWT will telecast an hour starting at 9 p.m. and WLW will broadcast the Talkathon for another hour at 10 p.m.

FTC SETS HEARINGS

In Clayton Act Citations

COMPLAINTS charging interlocking directorates at four companies —two of them heavy users of broadcast media—have been filed by the Federal Trade Commission against Purity Bakeries Corp., Chicago, and American Bakeries Co. Inc., Atlanta, Ga., and against Nesco Inc., Milwaukee, and Ecko Products Co., Chicago, with hearings set Oct. 16 and 9, respectively.

Purity and Ecko have used Chicago radio on a heavy scale in recent years. Ecko also sponsored a part of the old Frank Sinatra CBS-TV program for its cooking utensils and housewares.

DuMont Tax Speedup

SPEEDY tax writeoffs have been approved for Allen B. DuMont Labs. and other electronic manufacturers, according to the Defense Production Administration. Certificates of necessity (writeoffs) were issued to DuMont for expanding facilities at its East Paterson and Clifton, N. J., plants. Amounts certified were $43,125 and $20,129 —65% of the amount requested. Similar approval was given Raytheon Mfg. Co. for $198,752 (65%).

XUM

IF YOU'VE GOT IT...
A TRUCK BROUGHT IT!

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D.C.

YOU NEED THE 17th STATE* TO WIN!

Yes, you should surely include the tremendous WGY coverage area in making your "candidate's" campaign plans.

WGY is a "*must*" market area for you and your sponsor. Covering 53 counties in Eastern Upstate New York and Western New England for the past 30 years, WGY is the top station in the area.

Not confined to a single city, WGY blankets 22 cities with a population of 10,000 or more.

Just look at this market data!

Compared to the major metropolitan centers in the nation and based on figures in the *1952 Survey of Buying Power*, the WGY area is exceeded only by New York and Chicago in population, total retail sales and food sales!

The WGY area ranks 4th in Furniture-Household, Drug and Automotive Sales and 5th in General Merchandise Sales when compared to the major cities of the country.

Containing large rural and urban populations, the 17th State* represents a true cross section of the country. Make sure your sponsor scores plenty of votes for his product in the form of sales by including the 17th State* in your campaign plans.

YOU CAN COVER THE 17th STATE* WITH ONLY ONE STATION

**The WGY coverage area is so named because its effective buying income exceeds that of 32 of the nation's States.*

WGY

Studios in SCHENECTADY, N. Y.

Represented Nationally by HENRY I. CHRISTAL

On All Accounts

(Continued from page 12)

later was repeated on TV.

When the Pincus family sold the Alvin Theatre, Norman and Irving turned their talents to television. The first show they produced was *Mr. I. Magination*. The children's program was an immediate hit on CBS-TV. The network has signed a five-year contract for the program.

They then decided to produce an adult show. Mystery programs seemed to have good acceptance, so they went after the best name possible. Ellery Queen books had been best-sellers for years. They were granted the TV rights by copyright owners on the basis of their theatre background and the success of *Mr. I. Magination*. They spent nearly a year developing the format and the program was sold to Kaiser-Frazer in 1950, on ABC.

Ellery Queen has won several awards, and is considered one of the top suspense shows in TV. In 1952 it was signed to a long-term contract by Bayuk Cigars through Ellington Co., New York, and is now seen once a week on ABC-TV.

Dramatic Series Next

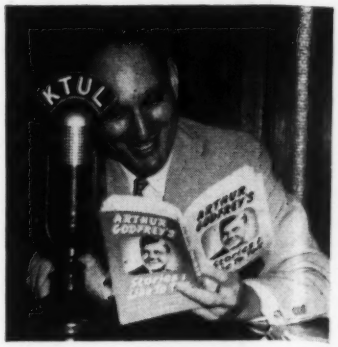
The Pincus brothers' next television effort will be in the dramatic field. They have an exclusive tie-up with the Authors League of America for a dramatic series featuring top authors and composers. They also are working on a situation comedy series featuring a nationally known stage and screen star. Since they both were raised on musicals, they also are turning their hands to a series for television.

Norman and Irving are temperamentally different, yet complement each other in their organization. Norman handles production, casting and the business details. Irving directs the creative end, being responsible for scripts and ideas for new packages. They have a complete production set-up which handles and controls every detail of their shows, including scenic design and construction.

Norman's hobbies are tennis and photography. Irving likes to paint in oils. He also collects paintings and has a very valuable collection.

Washington NBC Move

NBC has announced consolidation of its radio and television stations in Washington, D. C. (WRC and WNBW (TV) [CLOSED CIRCUIT, Sept. 1]. Offices and studios were moved to larger and more adequate quarters at the Wardman Park Hotel. This move, effective Oct. 1, is in step with NBC's overall plan to integrate its radio and TV activities. NBC said integration is in the interest of improved services to its advertising clients and to the public.



LEWIS MEYER, nationally recognized book reviewer, Sept. 14 will celebrate the 10th year of broadcasting his program, *The Values We Live By*, on KTUL Tulsa where he began the program. One of the first books reviewed was Arthur Godfrey's *Stories I Like to Tell*.

WKY TEEN DAY

Youngsters Man Station

WKY-AM-TV Oklahoma City ran through a day of normal operation with but one "minor" change which caused the day's routine to be unorthodox. The entire station was manned by a battery of teenagers on Aug. 25, under the supervision of regular station personnel. The youngsters were given the opportunity to prove their skills in station operation on the day that the station set aside as "Radio-TV Teen Day."

Some 60 teen-agers were selected to fill posts at the station; posts ranging from announcing to operating the mike booms. The method for the selection was by a competitive letter-writing contest. The teen-agers who seemed to be most interested in making a career of broadcasting and telecasting were asked to write letters in which they were to state why they would like to fill the various positions at the station. A local newspaper gave the event four weeks advance publicity and the day it was held, the experiment received a front page story and a follow-up half-page spread from the *Oklahoma City Times*.

The event was a complete success and proved to have a great amount of publicity and audience interest values, the station said. Because of this and also its public service WKY is making plans for a yearly "Teen Day."

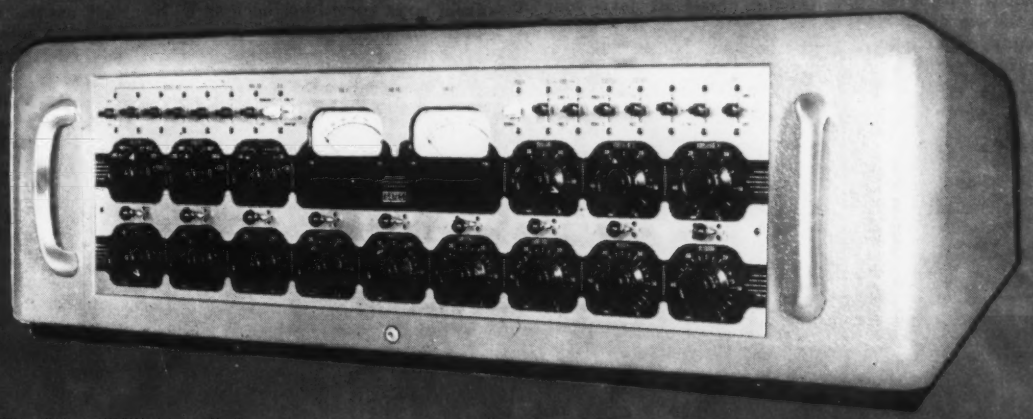
Second Audio Show

SECOND annual High Fidelity & Audio Show, sponsored by Almo Radio Co., Albert D. Steinberg & Co. and Radio Electric Service Co., will be held in Philadelphia's Broadwood Hotel Oct. 8-9. More than 75 of the country's leading manufacturers are expected to show the public their newest high fidelity and sound equipment.

XUM

DEPENDABLE GATES SPEECH INPUT EQUIPMENT

Meets Your Requirements Today - and Tomorrow!



GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.

Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the **expandability** of GATES Speech Input Equipment.

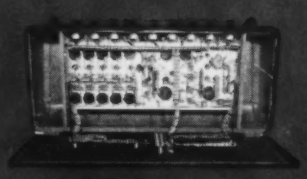
Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.

52-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

SA-40 SPEECH INPUT CONSOLE



Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided; five for preamplifiers, three for turntables and one for net-remote. Seven amplifiers include five 2-stage preamplifiers, one 4-stage program amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifier. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas ● Warner Building, Washington, D. C. ● International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

CBS Radio's Fall Promotion Unveiled

(Continued from page 27)

sales, reported that with advertisers beginning to analyze radio costs in comparison to those of other media, there is more excitement about radio than there has been for a long time. He pointed out that ratings and sales do not always correspond. Mr. Karol cited the renewal by Kingan Foods for a solid 52 weeks of Arthur Godfrey's Sunday afternoon show, with a rating of about 2. In the words of N. Bruce Ashby, Kingan advertising manager, "Our increased sales, directly attributable to our radio show, warranted a renewal."

Moss Credits Godfrey

In a recorded message to the clinic, Bud Moss, advertising manager of Holland Furnace Co., summer sponsor of the Godfrey Sunday show, credited the program with eliminating the summer slump experienced in past years and with putting Holland's sales this summer 18% ahead of 1951.

W. Eldon Hazard, CBS Radio network sales manager, announced that R. J. Reynolds Tobacco Co. has just signed Vaughan Monroe for a Saturday evening half-hour, putting the network's business a full hour ahead of last year in the evening and 25 minutes ahead in the daytime hours.

Lester Gottlieb, vice president of CBS Radio in charge of network programs, told the clinic that the network now has the double-barreled task of selling new programs first to the sponsor and then to the public. Admitting that money is one of the major considerations, he stated that CBS is doing its best to lower program costs while maintaining program quality. "We hope," he said, "to announce some substantial reductions in programming costs soon, to make our shows even bigger values than in the past."

Introducing a showing of the business documentary film, "More Than Meets the Eye," CBS Radio President Adrian Murphy reported that at least 5,000 advertisers and top client executives have seen the film and that there have been many unsolicited requests for showings from large companies such as U. S. Steel and Ford.

George Bristol, director of sales promotion and advertising, outlined newspaper advertising plans for the fall. Frank Nesbitt, director of radio network sales presentations, spoke on "The Dimensions of Radio Today," emphasizing that no other medium can reach so many people so often at so moderate a cost as radio. George Crandall, director of CBS Radio press information, described the publicity kits already mailed to editors on the network's daytime shows and publicity on the evening programs to go out shortly. He pointed out the need for hard selling of radio stories to counteract newspaper space-giving to television.

Autry Is Surprise Visitor

Gene Autry, a surprise visitor at the Thursday luncheon, told the group that radio can live with TV just as the movies can, reporting that the sales of Doublemint gum, advertised on his radio show, are bigger than ever. When he began to make TV programs, he said, the movie people objected strenuously, but with some 70 TV films to his credit, he is still making his half-dozen feature movies a year and their box office is just as good as before.

Resolution adopted by the executives of the CBS Radio affiliates follows:

Whereas, The promotion managers of the Columbia Broadcasting System affiliated and owned and operated stations, having participated in the 1952 CBS Radio promotion clinic —wish to express the following remarks to:

Mr. Louis Hausman
Mr. Charles Oppenheim
Mr. George Bristol

And Whereas, The aforementioned Messrs. Hausman, Oppenheim and Bristol, having accomplished, in the opinion of the aforementioned station promotion managers *more* than any mere words can express to inspire confidence in the medium of radio by their unfailing zealousness and reassurance of the type of promotional backing the several station affiliates may expect, these promotion managers wish to extend their vote of confidence that, as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed by the forward thinking of the aforementioned gentlemen in the 1952-53 fall campaign of the CBS Radio network.

Robert N. Pryor, WCAU, Philadelphia, chairman; Committee: Charles Vaill, WEEI (Boston); Jack Stone, WRVA (Richmond); Roswell McPherson, WGR (Buffalo); James Baker, WTRY (Troy); Cody Pfanstiehl, WTOP (Washington); Fred Weber, WFPG (Atlantic City); Nate Cook, WBIX (Utica); Howard Rempes, WKBN (Youngstown, Ohio).

THE BRANHAM COMPANY

representing

offices
CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

$135,000 KROW Plant

KROW Oakland, Calif., expects to complete by mid-November construction of a $135,000, 250-ft. Truscon self-supporting tower and modern, steel-girded, 30 x 40-ft. transmitting building to house a new Collins transmitter. KROW President Sheldon F. Sackett said the installation, to be located on a 14-acre island leased by KROW near the Bay Bridge toll gate, will give signal coverage of 6,289 square miles to the 1-kw station, assigned 960 kc.

more

KEX-traordinary ADVERTISING ACTION

These KEX Children's program advertisers participated.

The third annual "KEX KIDDIES DAY" on July 15 at Jantzen Beach Park attracted an estimated 20,000 people who were entertained by KEX stars.

KEX SEARCH FOR STARS presents Portland's show devoted to discovering and developing adult talent. It is sponsored by Portland's Star Furniture Company.

FOR EXTRA COVERAGE there's no substitute for 50,000 watts

During the first six months of 1952, KEX received mail from 99 of the total 121 Pacific Coast Counties, plus Alaska, British Columbia, Alberta and eight other states. For additional details contact KEX Sales or Free & Peters.

KEX Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

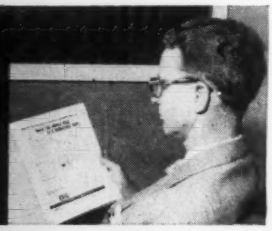
WESTINGHOUSE RADIO STATIONS Inc • KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

"I'm convinced
KBIG GIVES US WHAT WE WANT"

says George Oliver, Adv. Mgr.
Leo J. Meyberg Company

"We need a medium as big as Southern California, because that's our territory—for RCA, Bendix and other products. So KBIG intrigued us. Focused power and salt-water conductivity are not new in radio—but the way KBIG uses them to cover the whole Southland *is* new, and made sense . . .



"What opened my eyes, though, was a business trip by auto all over Southern California. KBIG's signal was amazing through the entire trip—in San Diego, in El Centro, in San Bernardino and in between too. In some places, *KBIG was the only station we could pick up on the car radio . . .*

"That sold us. That and the programs. KBIG is heavy on music, light on talk, and that's refreshing whether I'm at the wheel or home. We're selling a lot of RCA 45s with our spots and 'Are Ya Listening?' segments on KBIG, and we're glad that KBIG is going all-out with RCA 45s in programming its music. It's really very simple—KBIG gives us what we want, so we bought it."

KBIG gives advertisers what they want in rates, too—costs realistically geared to today, with a one-time hour rate of $118, spots as low as $9. Make the Whole Sale at a Wholesale Rate—get to all of Southern California, 4½% of U.S. Buying Power, with

10,000 WATTS
740 KILOCYCLES

KBIG GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

STUDIOS IN AVALON AND HOLLYWOOD

John Poole Broadcasting Company

BUSINESS OFFICE: 6540 SUNSET BLVD., HOLLYWOOD 28, CALIFORNIA

REPRESENTED BY ROBERT MEEKER & ASSOCIATES, INC.

Campaigning From Stump to Fireside

(Continued from page 28)

with "permission" to telecast the General's speech at Bayfront Park as a public service, "when you have time."

When WTVJ received word last month of Gen. Eisenhower's proposed visit to Miami, it wrote to Republican National Committee headquarters offering free TV coverage of the speech. The request was referred to the local GOP organizations.

One group agreed to WTVJ's request, without any strings attached. That same day another organization informed WTVJ that under no circumstancees would it allow the speech to be televised . . . "they wanted to make sure of a large crowd and were afraid television would kill it," the station reported.

Following day, another GOP group pleaded with WTVJ to "televise the speech so that as many people as possible could see and hear the General." Thus, confusion reigned for days—from Aug. 29 until last Tuesday, when the speech was delivered.

On that day, at 4 p.m., WTVJ sent its remote equipment to the park and made necessary technical arrangements, after getting approval of the Florida GOP Committee. At 7 p.m. one of the GOP groups called WTVJ and said they would use force, if necessary, to keep the TV cameras from the Republican nominee, the station recounted. At 9 p.m. the telecast went on without incident. Reportedly there also was local radio coverage.

WTVJ quoted an Eisenhower spokesman as explaining later that the General had no idea of the muddle and that, doubtless, he would have authorized video coverage if he had been aware of the situation. As it developed, Gen. Eisenhower reportedly had no idea that his speech was covered by television—in fact, in the blur of the lights, he even mistook TV cameras for motion picture equipment—a not uncommon occurrence in the medium's experience.

A GOP National Campaign Committee spokesman later told BROADCASTING • TELECASTING that the national organization has no jurisdiction over local political groups, and that the incident wouldn't have happened if the speech had been a national network commitment, purchased by the GOP National Committee. He drew a sharp distinction between strategy devised on the national level for best nationwide coverage, and that set by local political groups which are mainly interested in building high attendance for political rallies.

The cut-offs on Gov. Stevenson and President Truman, the latter speaking over CBS Radio from Milwaukee on the same day (10:30-11 p.m.), were not questioned directly by Democratic campaign planners. In such instances, the networks are guided by policy governing all commercial broadcasts. Their 30-minute segments had simply expired.

A CBS spokesman explained that each was a "paid political broadcast as distinguished from a state address. On such a broadcast, it's perfectly understood by the speakers themselves that they can't run over."

The attendance and cut-off aspects highlighted a week of campaign developments, chief of which were these:

● Both the Democrats and Republicans announced further radio-TV appearances and mapped plans for others, to be released when speaking schedules are set.

● The Democrats held a strategy pow-wow in Springfield, Ill., to discuss additional radio-TV plans.

● The Republicans revealed plans for at least 10 national network simulcasts throughout October.

● BBDO New York, which is handling the GOP political account jointly with Kudner Agency Inc. [B•T, Sept. 1], named three executives to work on the Eisenhower-Nixon advertising program.

The campaign officially got underway last week with the Stevenson Detroit speech and the Eisenhower address from Convention Hall, Philadelphia, Thursday, on the full NBC radio and television networks. Gov. Stevenson spoke from Denver Friday with full national coverage by ABC radio and TV.

On Saturday the National Plow-

(Continued on page 48)

SCHMITT REQUEST

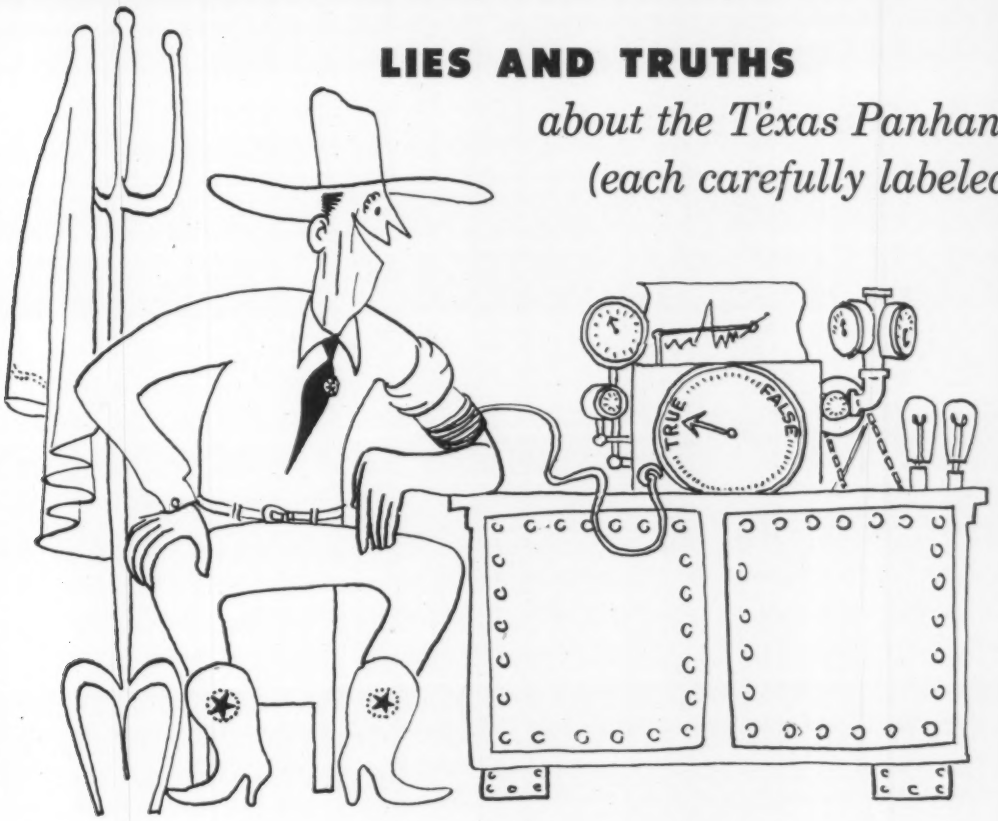
WGN Offers Rebuttal Time

WGN Chicago has agreed to give a GOP office-seeker free time to refute statements made in behalf of his opponent on the same station. Leonard F. Schmitt, Merrill, Wis. attorney who is competing with Sen. Joe McCarthy for a GOP senate seat, asked Frank P. Schreiber, general manager of WGN Inc., for an opportunity to rebut a statement made by Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, licensee of WGN.

Col. McCormick, in a *Chicago Theatre of the Air* broadcast on Mutual Aug. 23, said "every patriot in Wisconsin will vote for Sen. Joseph McCarthy." Mr. Schmitt, who has used the talkathon device on radio and TV in Wisconsin, was offered five minutes before or after the regular *Theatre of the Air* broadcast on any Saturday night. WGN will pay recording charges if the attorney cannot appear at the station in person, Mr. Schreiber said.

LIES AND TRUTHS

about the Texas Panhandle (each carefully labeled)



"THIS COUNTRY IS, and must remain, uninhabited forever," said one Captain R. B. Marcy in 1849. He was reporting on the Texas Panhandle, and he is one of the earliest recorded Texas liars.

More in character was the circus gentleman whose honest enthusiasm led him to proclaim that we have the largest midgets in the world.

Captain Marcy was just plain wrong. The man from the circus was an *authentic* liar—one who knows whereof he speaks and knows that his audience knows too, so nobody's fooled.

When we tell you the Panhandle temperatures range from 103° summergrade to —15° in the winter, that's neither wrong nor authentic lie. It's weather bureau true, and the plus-two-million people in KGNC's trading area have a fat stake in our live forecasts presented from the U. S. Weather Bureau: Weather is a vital factor in the everyday lives of our citizens. It can and does change violently—as much as 40° in a few hours. Advance warning enables cattlemen to protect herds; it enables mothers to know how to dress their school-bound offspring; it helps out-of-doors workers plan their activities.

Weather reports, flash! and routine, help KGNC merit the loyalty of the folks who give Amarillo the highest retail sales* in the U. S. Exclusive regional and national programming help make KGNC the one (and only) ad medium which covers Amarillo's 78-county trade territory. You reach a hot market, air-conditioned with wherewithal, when you use KGNC.

* *This is an authentic truth, courtesy of* Sales Management: *$5490 per family per year; $1728 per capita per year. Amarillo also leads the nation's cities in percent of gain in business volume over last year.*

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Campaigning From Stump to Fireside

(Continued from page 46)

ing Contest in Kasson, Minn., commanded political attention, with Gen. Eisenhower using full NBC and ABC radio networks live, plus 500 KBS stations for a rebroadcast. Gov. Stevenson's talk there was to be tape-recorded and rebroadcast by NBC that evening at 9 p.m.

These commitments, plus the General's scheduled talk in Indianapolis tomorrow (Tuesday), represented at least $400,000 worth of network business. Last week, other business was revealed by both parties, involving expenditures by the national committees and local organizations.

The Democrats bought time on CBS Radio and Television for the Governor's San Francisco talk Sept. 9, slated for 10:30 p.m. EDT. Speeches in Seattle Sept. 8 and Los Angeles Sept. 11 will be carried locally and regionally but not nationally. The Democrats also have bought CBS-TV time for Sept. 23, Oct. 7 and 21.

The Springfield strategy meeting last Tuesday was attended by Mr. Wyatt, Gov. Stevenson's personal campaign manager; Ken Fry, radio-TV director of the National Committee, and Sam Brightman, publicity director. Mr. Fry now will operate out of Springfield, traveling in advance of the Stevenson entourage in order to set up radio-TV arrangements. Lou Frankel, former radio-TV director for Averell Harriman, and general manager of WFDR (FM) New York, will handle radio-TV activities in the Washington office during Mr. Fry's absence.

GOP broadcast plans include speaking activities of both Gen. Eisenhower and his running mate, Sen. Richard Nixon (R-Calif.). Sen. Nixon's New England tour last week featured local radio and TV originations in New Haven and elsewhere.

Republican schedules were being withheld pending completion of arrangements with local party leaders. But indications were that networks and local stations will realize considerable business.

Ten national network simulcasts —from Oct. 3 to Oct. 31—are on order with either the General or the Senator scheduled to speak. Expenditures were unofficially estimated at about $1.2 million, but local committees are expected to share part of the costs.

Sen. Nixon's West Coast swing calls for national TV network coverage and local radio-TV in Pomona Sept. 17, and a simulcast on Sept. 29, location not set. Gen. Eisenhower has national simulcast dates for Sept. 19 in Kansas City and Sept. 25 in Baltimore. Networks were not final.

Additionally, ABC radio is setting aside time on a staggered basis (two or three times weekly) for a new program, *It's Up to You*, with India Edwards, director of the Women's Division of the Democratic National Committee, who is to explain campaign issues. Series was to start today.

The Joseph Katz Co. is handling the Democratic advertising program, while Kudner Agency and BBDO are cooperating for the GOP. Kudner has devised a "split-screen" technique for television, to show Senators introducing either Gen. Eisenhower or Sen. Nixon prior to the televised speech via local cut-ins.

Three executives of BBDO, New York, appointed to work on the radio and television advertising program for the Eisenhower-Nixon campaign are Jock Elliott, who is account executive for the New York State Republican Party, and who will perform a similar service for the national party; Carroll P. Newton, vice president of the agency, who will be in charge of radio-TV timebuying, and Walter Tibbals, TV-radio producer, who is accompanying Gen. Eisenhower as BBDO's representative.

Advertisement

"National Spot advertising is, above all things, flexible"

That's what our editors learned when they put together our "National Spot Radio" article

As of January 1, 1952, Broadcasting reported a total of 2,408 authorized AM stations in this country, plus 650 FM outlets. Collectively, these more than 3,000 stations literally blanket every crossroad, small town, medium-size city, and every metropolitan market in our 48 states.

When Printers' Ink's Editorial Task Force decided to explore the use of National Spot Radio last February, and their report was released in our July 11 issue, the first of ten specific ways to use Spot was, "To promote products that haven't full national distribution."

Our editors wrote, "National Spot Advertising is, above all things, flexible." This is of the greatest importance to the regional advertiser. He may be operating in the Atlantic Coast States, the Corn Belt, New England, the Pacific Coast, or the Southern States. With Spot Radio he can concentrate his "advertising fire" where his sales force operates, where his jobbers are well stocked, or where retailers are ready to push his products.

Bob Kenyon

In Printer's Ink, the Voice of Authority, you can reach each week most of the national accounts in this country.

Of our total circulation of 23,793, more than two-thirds are buyers of advertising—space buyers, time buyers, advertising managers, sales managers, agency excutives, and the top management who give the OK for a schedule of spots that may be run in your city or your section of the country.

Any one of the advertising staff in our five offices is ready to help you add to your customer list. When may we call?

ROBERT E. KENYON, JR.
Advertising Director

P.S.—May I send you, with my compliments, a reprint of the National Spot Radio article? Additional copies for your sales staff are priced at 50¢ each.

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

POLITICAL POLICY

Is Presented by WGCB

WGCB Red Lion, Pa., "will not accept any paid or non-paid political speeches or time" during the 1952 campaign, John H. Norris, station manager, informed the Progressive Party last week.

Answering the party's form letter asking time to match acceptance speeches of Republican and Democratic Presidential candidates WGCB, a non-network station, said the letter was incorrect. WGCB will carry United Press news along with material from local organizations designed to help get out the vote in November, the letter explains, and will do "all in its power to inform and prepare its listening audience in a non-partisan method, to use their vote wisely and with an independence of choice in the November election."

CBS Pacific Network fall line-up includes two new Mon. through Fri. programs. *Armchair Adventures* features Marvin Miller in quarter-hour adventure narration. *The Long Long Trailer*, five-minute sketches by Buddy Twiss, author of the book by the same title, is the other.

PROGRESSIVES

Ask Overseas Radio Time

PROGRESSIVE PARTY candidate Vincent Hallinan Friday called on Defense Secretary Robert A. Lovett to grant him the opportunity to speak to U. S. servicemen overseas via the Armed Forces Overseas Radio and to direct the service network to include campaign news of the Progressive Party in the daily half-hour news program beamed to armed forces personnel.

Progressive Party earlier urged the FCC to take action against some 25 radio and television stations, which the party claims have refused to grant time for acceptance speeches by Mr. Hallinan and Mrs. Charlotta A. Bass, the party's respective candidates for President and Vice President. A wire to the FCC cited the agency's ruling on July 3, ordering all radio-TV stations to carry acceptance speeches of all Presidential candidates free of charge, if they carried the speeches of major party candidates [B•T, July 7].

In a telegram to Secretary Lovett, Mr. Hallinan noted that Gen. Eisenhower and Gov. Stevenson have made such broadcasts and that news of the Republican and Democratic campaigns is regularly carried by AFOR. The Telegram read:

Request that I, as candidate for President of the United States of the Progressive Party, be granted equal time to speak to members of the armed forces serving overseas via Armed Forces Overseas Radio, as that already given to Republican and Democratic candidates. Further request that daily half hour news programs, beamed to overseas troops, limited at present to campaign news of Republicans and Democrats, include regular news of Progressive Party campaign.

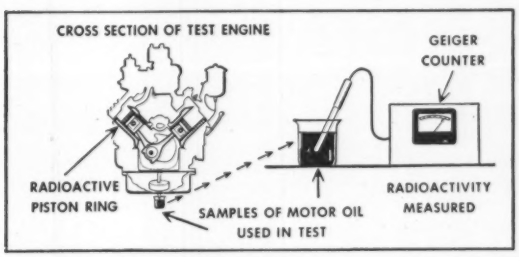
Since (Gen.) Eisenhower and (Gov.) Stevenson have agreed to exclude from the campaign the central question before all GI's: "Why are we fighting in Korea and when will it end?" It is imperative that our soldiers, sailors, airmen and women in service know that an alternative to war is offered by the Progressive Party. Negro GI's should be given opportunity to hear that for the first time in American history a Negro woman is running for vice president of the United States. This is the only way American GI's can obtain facts necessary to make up their minds on how to cast absentee ballots.

Aug. 31 *New York Times* carried speeches especially prepared for and beamed to armed services overseas. Request that I be given opportunity to address troops over same facilities, in similar special broadcast. Request immediate answer.

Election Series

NIGHTLY five-minute *See You at the Polls* series will be broadcast on NBC radio, Mon.-Sun., 11:30-11:35 p.m., from Sept. 15 through Nov. 3, day before election. Prominent citizens will speak each night on the importance of registering, knowing the issues and voting, with Harold Fellows, NARTB president, opening the series.

PISTON RING MADE RADIOACTIVE in Atomic Pile at Oak Ridge, is carefully installed in test car engine by specially trained scientists. Radioactivity is checked with Geiger counter at all times. Car is then driven in proving ground road tests under all kinds of weather conditions. Engine wear is measured with unheard-of accuracy by this atomic test. Test results can now be obtained in only 50 miles of driving—older methods took up to 10,000 miles.



HOW RADIOACTIVITY WORKS: motor oil used in test run picks up microscopic metal particles worn from radioactive piston ring. Radioactivity of oil sample, measured by a Geiger counter, shows rate of engine wear. (Don't worry—the motor oil *you* buy is not radioactive.) Tests show today's motor oils can actually triple life of your car engine.

LOCAL GUARDIAN of your car engine's future is your neighborhood service station operator. Competing vigorously with rival stations for your business, he helps lengthen the life of your car by providing newest, most improved oil products, top flight service.

Atomic Tests Prove New Motor Oils Can Triple Car Engine Life

A revolutionary new testing method, using radioactive materials, proves that today's new high quality motor oils, developed since the end of World War II, can actually *triple* the life of your car engine.

These atomic tests show that today's new motor oils substantially reduce engine wear—actually make it possible for you to drive your car many more thousands of miles without costly major repairs. Atomic tests, now being conducted by many oil companies, also open the door to the future development of even finer motor oils.

Increase in motor oil quality is one direct result of the constant competition among U.S. oilmen to get to you first with new and improved products. Today's gasoline is another example—2 gallons now do the work 3 did in 1925, although today's gasoline is priced about the same—only taxes are higher.

In peace or war, you benefit from the competition among America's privately-managed oil companies with the finest petroleum products at the lowest prices in the world.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N. Y.

IN CINCINNATI

ON WCKY'S DAILY HIT PARADE

6:15 to 7 PM

More Cincinnatians listen to the Daily Hit Parade with Nelson King than to any other program at this time.

Here are the latest Pulse Ratings:*

STATION	*RATING*	*COST PER 1000*
WCKY	**6.3**	**$1.48**
Station A	2.5	$2.92
Station B	4.5	$1.85
Station C	3.0	$2.88

*(*May-June Cincinnati Pulse)*

FOR THE LARGEST AUDIENCE

AT THE LOWEST COST,

USE THE DAILY HIT PARADE

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-F

ake Your Advertising a Hit!

IN THE SOUTH

ON WCKY'S FAMOUS JAMBOREE

7:05 to 11 PM

BMB shows WCKY has more families listening 3 to 7 times a week at night to the Jamboree than to any other 50,000 watt station covering the South.

Here are just a few of 1952's results to date for advertisers:

JUNEX	20,048 orders
HOSPITAL INSURANCE	23,658 orders
HARMONICA	34,360 orders
CURTAINS	18,917 orders

FOR RESULTS IN THE SOUTH,
PUT YOUR ADVERTISING ON WCKY'S JAMBOREE
50,000 WATTS OF SELLING POWER

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

editorial

The Old Show

THE OLD SHOW, but with a new script and new lead performers, is being enacted at the FCC. The staff lawyers are still trying to run the Commission—and they're often succeeding.

Examples are frequent. This, despite the intent of Congress in approving the new McFarland Law to restore policy directions to the seven members of the Commission by spelling out functions of staff and by seeking to build an administrative barrier between staff and Commission.

The lawyers, however, have contrived means of circumventing the law, after having failed to get the White House to veto the McFarland Bill—insubordination almost unheard of in Government, but which was all but ignored by the Commission.

Here's how the lawyers are working it now. They cooperate closely with Chairman Paul A. Walker and with Comr. Frieda B. Hennock. Their present interest, almost to the exclusion of all else, is the forthwith licensing of educational TV stations. The staff greases the way, as witnessed in eight grants out of 14 applications filed since the thaw. In return, the Chairman and Madame Commissioner support the lawyers.

Petitioners who seek to have the FCC move even on routine matters may be summarily informed that the McFarland Law precludes such action without time-consuming and expensive procedures, such as letter-writing, advance notice, conferences and numerous other devices. This is an obvious effort to flush out complaints to the Commission and to Congress, so that the path may be cleared for amendment of the statute through proof of its unworkability.

The proposed new rebroadcast rule is another example of this mischief-making. Last May, without warning, five of the seven members adopted a proposed rule served up by its lawyers which would permit an originating station to refuse permission to other stations to rebroadcast its programs, but only under pain of notifying the FCC within 10 days why it refused. If the refusal is "unreasonable" the network or station would be penalized. That could mean termination of its license—because the originating station refused to share its property or the product of its genius with competitors.

The legality of this "legalized larceny" proposal was promptly challenged. The FCC postponed the effective date of its order for 60 days from July 1, whereas the petitioners requested a stay until the question of legality had been decided. Prior to the new Aug. 30 effective date, further petitions for postponement were filed. The lawyers suggested only a 15-day extension. Fortunately, an alert Commissioner proposed a month, and that carried.

Here we discern another effort by the lawyers to slip one over. They are constantly contriving means to harass the licensees, when their sworn duty is to enforce a law, the purpose of which is to encourage fullest development of all communications media.

How long they will get away with it we won't venture to guess. We're led to believe, however, that it won't be as easy for them this time. First, Congress is more diligent and more worldly wise on broadcast regulatory matters. Second, this crop of FCC staffers just isn't as sagacious as their immediate predecessors in office.

Red Writers

THOSE angry denials of the Senate Internal Security Committee report alleging Communistic domination of the Radio Writers Guild should surprise no one. That's par for the un-American activities course.

The committees of Congress customarily exaggerate the degree of Red infiltration, and the accused societies, guilds or fronts, inevitably issue indignant blanket denials. It all started about two years ago with the publication of *Red Channels*, under private auspices.

But even if there were only *one* Communist of influence in RWG it would be one too many. It has been evident for years that one of the cardinal objectives of the Reds in the U. S. has been control of access to that which goes over the air. The writers, once hired, are in the key position. They can contrive situations and veil scripts to fit the ideological line. And that's precisely what the Senate subcommittee charges has been done.

The responsibility, in the first instance, devolves upon ownership and management. That goes for networks, stations, programming syndicates and packagers. The screening of talent, from writer to performer, is not an easy task.

Does anyone know a stupid Commie?

Headlines from Hunger

IN THE TWO months that Congress has been in adjournment, broadcasters have enjoyed the blissful tranquility of a couple of political conventions, the resultant campaigning, diatribes of the left-wing Progressives, Talkathons, and the usual grist of rate controversies, FCC forays, TV post-freeze processing, air-space committee squabbles, district, state and county meetings and union elections.

But this relative calm is about to be shattered. The House Subcommittee to investigate the morals of radio and television programming, which quit with Congress last July, resumes its hearings Sept. 16 in Washington. Then it will shuttle between New York and Washington.

The headline writers can warm up for another field day. "Blood and Thunder," "Plunging Necklines" and "Shimmying Savants" will return to stud-horse type. The editorial writers and the pundits will let go with roundhouse swings at the ether traffic. The cartoonists will depict pink elephants emerging from the TV screens, and beer bubbling from the speakers.

But these proceedings, if precedent means anything, will develop into little more than a sounding board for the prohibitionists. They will take off against alcoholic beverage advertising on the air. It's great stuff in a campaign year. It's part of the campaign to ban all liquor (and beer) advertising in the quest for a return to prohibition.

This time, we hope, the adversaries—representing all media—are adequately forewarned. Certainly the broadcast media are prepared to handle their end. So are the brewers. The distillers, it would appear, have no problem *domestically*, since radio and TV hard liquor advertising is non-existent in the 48 states. That isn't so, however, in the territories.

We imagine that when the final gavel sounds, there won't be any serious thought about legislation involving broadcast programming. That would be censorship. But it is a reasonable wager that there won't be a final gavel until the committee has exhausted the headlines.

our respects to:

LEO RESNICK

WHEN the FCC in 1951 faced the proposed merger of ABC with United Paramount Theatres Inc.—first major case of the "marriage of broadcasting and motion picture interests" since the advent of commercial TV—it knew it had a hot potato.

From TV's start, the union of broadcasters and movie interests had been predicted. Although many within the Commission and the industry it regulates adamantly opposed the Hollywood influence in broadcasting, fully as many in both camps believed fusion of broadcasting and the cinema was the logical step in fulfilling TV's destiny.

To hear the merger case—whether it was in the "public interest, convenience and necessity"—the FCC designated slight, sandy-haired, 39-year-old Leo Resnick.

The hearing began in January 1952, consuming 90-odd hearing days, 13,000 pages of testimony and 950 exhibits, and closed Aug. 20. Mr. Resnick's decision—which may or may not be affirmed by the Commission—is expected sometime this fall.

It has been a grueling experience for witnesses and counsel. And it has been no less arduous for the hearing examiner.

Mr. Resnick has listened to every word of testimony. He ruled on complex legal questions, with few precedents to guide him. He assuaged ruffled tempers, of which there were many.

Yet, of all immediately concerned, Mr. Resnick has been the most unperturbed by the hearing's complexities, its labored length and more recently by its speeded-up course.

Qualities the government seeks in its hearing examiners, considered in many respects like judges, are spartan.

Among them are injunctions "to conduct hearings in a dignified, orderly and impartial manner," and to exercise "sound judgment, judicial temperament and poise."

The soft-spoken Mr. Resnick epitomizes these qualities. He also is precise, meticulous, methodical and hard working. His ability to absorb a mass of detail and to express himself cogently have been remarked upon by those appearing before him.

Some Washington attorneys who know him are impatient with what they call his academic attitude. Others feel that his high sense of judicial decorum makes the aura of his hearings more like a court room than an administrative agency appearance. But during the long and sometimes bitter Paramount hearing his

(Continued on page 62)

This man is now being sold a food freezer

Today radio entertains, informs and *sells* people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually *every* home is a *radio* home—and over half of them have *two or more sets.*

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 *new* radio sets!

Radio reaches its vast audience at *far* lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made *right now.*

B
A
B

Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

Feature of the Week

(Continued from page 18)

scriptions, prepared and produced at WICC, told the story of the "Big Fella Shop." Live tags gave travel directions to the store from suburbs. Twelve carefully selected adjacencies a week, over a 13-week period, comprised Skydel's initial campaign over WICC.

Success of this campaign was not instantaneous but gathered momentum. Skydel's was satisfied with final results and said WICC obtained results were newspapers failed, the station reported.

Mr. Seigel then asked Mr. Edwards to prepare a year-around campaign embracing both institutional and sales approaches. In the process of preparing this drive, Mr. Edwards joined the Skydel's sales staff several hours a week to apprise himself of the store's basic marketing problems. Then, with Messrs. Slater and Hoffer, he formulated a campaign. Well pleased, Skydel's signed for 52 weeks.

Institutional aspect of the campaign is built around a half-hour Sunday afternoon program, the *Wayne King Show.* There is no commercial copy as such used on this show. Only three short announcements—15 to 40 seconds duration—are aired. These expound the friendliness, courteous service and quality to be found at Skydel's.

Sales aspect of the campaign consists of five Class A morning spots each week, rotated among various departments at Skydel's.

Heretofore, Skydel's had not realized radio's potential force as a selling medium. Now, however, the store is sold on radio, thanks largely to Messrs. Slater, Edwards and Hoffer.

Ralph Cattell

FUNERAL services for Ralph Cattell, 39, former sales manager of Jerry Fairbanks Productions, Hollywood, and more recently a free lance TV writer, were held Sept. 4 in Glendale, Calif., with burial at Forest Lawn Memorial Park. Mr. Cattell died Aug. 30. Survivors are his wife, Selma, and a daughter.

Most Everyone in HANNIBALAND* Listens to KHMO

* **HANNIBALAND**—*the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.*

Hours on end, day after day, KHMO offers a variety of drama, news, sports and music to the 240,470 radio families who live in the rich Hannibaland area. The *majority* of these families tune and stay tuned to KHMO, because KHMO gives them what they want in radio.
For satisfying results and service in the mid-west put your sales message on KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

These families represent those in the 41 county area surveyed where KHMO shows its share of audience. There is a larger number of families in KHMO's 0.5 millivolt contour.

Representative
John E. Pearson Company
●
Mutual Network
Hannibal, Missouri

KHMO

5000 watts day ● 1000 watts at night

front office

SHERMAN HEADLEY, TV director, appointed assistant manager, WCCO-TV Minneapolis-St. Paul.

Mr. Headley

TED TENPENNY, commercial manager, KEYD Minneapolis, promoted to assistant general manager there.

WILLIAM BAYER, sales representative of Keystone Broadcasting System on West Coast, elected a vice president. ESCHEN & ROE named to represent network on West Coast.

HAL COOKE, manager of CKEY Toronto, adds duties of vice president in charge of sales of all Jack Kent Cooke enterprises, Toronto.

DAVE BAYLOR, general manager, WJMO Cleveland, to WEWS (TV) that city, as general executive in programming and advertising sales activities.

EVERT S. PETERSON, director of public relations, McClatchy Newspapers and McClatchy Broadcasting Co. of Calif., to Rotary Offset Printers, Sacramento, Calif., as general manager.

Mr. Peterson

ROGER LaREAU, commercial manager, WTVN (TV) Columbus, named regional sales manager of Edward Lamb Enterprises with headquarters in Erie, Pa. Duties include co-ordination of sales and commercial activities of WTVN, WICU (TV) and WIKK Erie, WHOO Orlando, Fla., WTOD Toledo and *The Erie Dispatch.*

CLARK GEORGE, New York representative of KNX Los Angeles and Columbia Pacific Network, to New York office of CBS-TV Spot Sales as account executive.

MEG ZAHRT, assistant director of retail advertising, BAB, New York, to sales staff, WGAR Cleveland, to serve department stores and specialty shops in that area.

Miss Zahrt

WILLIAM K. BRUSMAN, sales staff, WHK Cleveland, promoted to general sales manager.

AVERY-KNODEL, N. Y., appointed national representative for WHOO Orlando, Fla.

Personals . . .

GEORGE B. STORER, president of Storer Broadcasting Co., is under doctor's orders to "rest and relax" which may keep him away from full time duties for several months. He is recuperating in Birmingham, following temporary loss of hearing suffered on eve of CBS affiliates meeting in Chicago last month, probably due to excessive air travel in his non-pressurized plane.

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., named to membership on Public Relations Committee of National Travelers Aid Assn. . . . KLAUS LANDSBERG, vice-president and general manager KTLA (TV) Hollywood, named talent chairman for Cancer Society's *City of Hope Telethon* on KNBH (TV) KLAC-TV KTTV (TV) and KTLA (TV) Sept. 27-28. . . . JOHN H. PERRY, owner of the Perry group of radio stations in Florida, is resting in American Hospital in Paris, following interim operation on his hip, which he broke in fall on liner *United States* Aug. 11. . . . EDGAR STERN Jr., president, WDSU-AM-TV New Orleans, father of third child, Monte M., Aug. 27. . . . CHARLES E. SALIK, president, KCBQ San Diego, father of girl, Aug. 17. . . . KEN COWAN, New York advertising representative, BROADCASTING ● TELECASTING, father of boy, Aug 17. BILL QUEEN, salesman, WTAO Cambridge, Mass., and Alice Lee Lane were married Aug. 23. . . . DONALD J. QUINN, vice president and general manager, KXOC Chico, Calif., elected chairman of Chamber of Commerce Merchants Committee, that city.

"Say, Peg... *We've got a date!*

"We go down to Town Hall first thing tomorrow."

"What on earth for, John?"

"To register, of course. The paper's full of reminders. Can't vote if you don't register first, you know."

"Yes, of course. But what brought this on?"

"Well, Peg, a lot of us were holding an indignation meeting this afternoon down at Tony's barber shop."

"About Tony?"

"'Course not. Bob Carson was sounding off on the subject of corruption and inefficiency in local, state and national government. Stan Dukas was burned up about high taxes, like Pete Orson was about the high cost of living."

"And what did Tony have to say, John?"

"Well, he didn't say much at first. But finally Tony asked us if we'd voted in the *last* election. Had to admit we didn't. Then he asked if we'd registered yet for *this* year's. He had us there, too. Then he said this was a pretty good country as far as *he* was concerned . . . and it was *our* job to keep it that way. He said if we wanted honesty and integrity in America we should apply it to our own personal lives; to our own business lives, too. *And* see to it that honest and patriotic men got elected to office."

"I suppose you men got mad at Tony?"

"Heck no! *I* even over-tipped him. He was right, wasn't he? . . . reminding us, both as citizens *and* businessmen, that we've got a mighty important stake in whether this country prospers or not. Like Tony said, that goes for today, tomorrow *and* twenty years from now."

"Anyways, I'm going to register first thing in the morning. And, by golly, it's a man's duty to see that his wife registers, too. So don't forget *we* have a date!"

"Don't be silly, John. I registered weeks *ago!"*

"Oh."

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose mighty truck fleets speed the many products of factories and farms to every corner of the land. *Through the Trucking Industry, Republic serves America* . . . with alloy steels for tough, wear-resistant moving parts; with high-quality pig irons for motor blocks and cylinder heads; and with carbon, stainless and electroplated steels for truck bodies and cabs. Yes, with so much of the nation's productive might dependent upon trucks, Republic is proud indeed that its *steel* helps keep them rolling.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

BUSH NOMINATED

In Conn. Senate Race

CONNECTICUT Republicans last Friday nominated Prescott Bush, banker and minority stockholder in CBS Inc., as their nominee for the seat of the late Sen. Brien McMahon (D-Conn.) whose term covers four more years [B•T, Sept. 1].

Mr. Bush, a partner in an investment firm with Averell Harriman and holder of 10 shares of Class A stock in CBS Inc., will compete against a nominee to be chosen by the state's Democrats the past weekend.

Mr. Bush is expected to line up a sizable radio-TV advertising campaign before the November elections, perhaps comparable to his schedule of two years ago when he lost to Sen. William Benton (D-Conn.) by a narrow 1,000-vote margin.

Sen. Benton also is expected to rely heavily on broadcast media in his fight against William A. Purtell, who was nominated on an interim basis to fill Sen. McMahon's seat until Nov. 4. Actually, he will run against Sen. Benton for the full six-year term. Both Mr. Bush and Sen. Benton may announce their campaign plans shortly.

It was Mr. Purtell who defeated Mr. Bush in the GOP state convention held last May. It is conceivable that Mr. Bush, rather than Mr. Purtell, might emerege victorious in the fight for a Senate seat next January.

Chicago AAAA Slate

CLINTON E. FRANK of Price, Robinson & Frank has been elected chairman of the board of governors of the Chicago AAAA group organized to carry out 4A activities locally. Other officers are James Cominos, Needham, Louis & Brorby, vice chairman, and Hervey L. MacCowan, MacCowan Adv., secretary-treasurer. Board of governors includes the officers plus George Bogart, J. R. Pershall Co., and Robert Burton, Young & Rubicam. Membership represents 44 Chicago agencies. Work was handled previously by a Central Council headed by John Willem of Leo Burnett.

Far-Sighted TV

A PUEBLO, Col., dairyman claims a world's record for long distance reception with his new television receiver. According to Joe Marty Jr., Admiral Corp., Chicago, Leslie Donley has reported receiving more than 20 distant TV stations, including one in Mexico and one in Cuba during the past three months. Mr. Donley, who lives at a location that is at an altitude of 4,000 feet, bought his 20-inch console set in June when the nearest video stations were located at Albuquerque and at Salt Lake City, about 300 miles away.

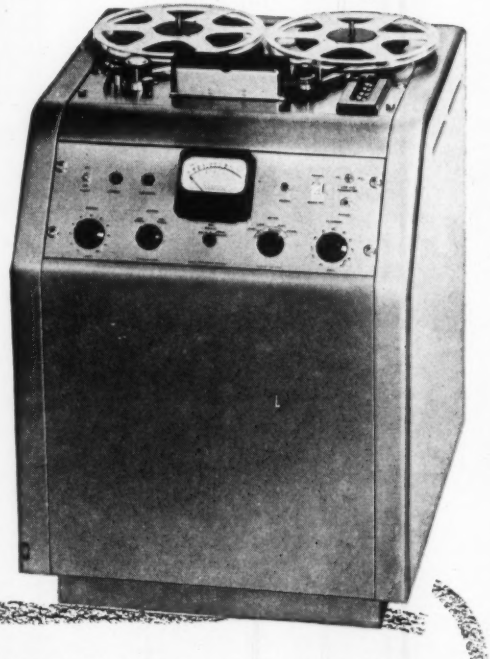
GraybaR recommends

AMPEX

SERIES 400 TAPE RECORDER

in convenient console model

Here it is! The high-fidelity performance and extra convenience of a console recorder . . . at the price you'd expect to pay for a portable model! It's all yours with this new Ampex Series 400 console model distributed by Graybar.



The most versatile magnetic tape recorder ever built, the Ampex 400 (in console, portable, or rack mount model) offers you long-term recording dependability through simplified operation and freedom from breakdown.

Ampex recorders are but a single item in the complete line of AM and TV equipment available through your near-by Graybar office. From mike to antenna, it will pay you to discuss your needs with an experienced Graybar Broadcasting Representative. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 284-19

Check these Ampex 400 features!

1. **DUAL SPEEDS** — 7½ & 15 inches per second . . . half or full track models.
2. **REMOTE CONTROL** — push button operation permits full remote control.
3. **BUILT-IN PREAMPLIFIER** — for microphone & bridging low-level line.
4. **PRECISION TIMING** — within 3.6 seconds per 30 minutes.
5. **FULL AUDIO RANGE** — 15,000 cps at 7½ inches per second.
6. **MINIMUM MAINTENANCE** — built for heavy-duty service.
7. **WIDE DYNAMIC RANGE** — low noise level with low distortion.
8. **EXTRA LONG-LIFE MAGNETIC HEADS** — initial performance retained for thousands of hours.
9. **COMPLETE ACCESSIBILITY** — components and electronic assembly easily inspected even during operation.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . *via* GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
R. W. Griffiths, Exeter 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . manufactured by—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

air-casters

ROBERT P. SUTTON, program director, WCCO Minneapolis, to CBS Pacific Network and KNX Hollywood in similar capacity Sept. 26. He succeeds **GEORGE W. ALLEN** on leave of absence from executive duties.

BOB POOLE, originator of network show, *Poole's Paradise*, returns to staff of WBIG Greensboro.

JANE CHRISTOPHER named merchandising manager for Galen Drake Housewives Protective League and *Starlite Salute* programs on WCBS New York.

LEE JORDON, WSB-TV Atlanta, to announcing staff, WHAS-TV Louisville.

Mr. Jordon

HARVEY MURPHEY, announcer, WWPG Palm Beach, Fla., to WLEX Lexington, Ky., as disc jockey.

EARL ZEIGLER, photo editor, NBC Hollywood, adds duties as assistant manager of network's press department. He succeeds **GRAHAM EDELBLUTE**, resigned.

ARTHUR HERMANSFELD, KBMW Breckenridge, Minn., to KIHO Sioux Falls, S. D., as staff announcer. **DANNY OLSON**, sports director, KSUM Fairmount, Minn., to KIHO in same capacity.

LEN MOHNKERN, WKST New Castle, Pa., to WHHH Warren, Ohio, as promotion-publicity man.

BEE BAXTER, KSOO Sioux Falls, S. D., returns to KSTP Minneapolis-St. Paul, as woman's editor.

Miss Baxter

JIMMIE DOLAN, Capitol recording artist, to KWKW Pasadena as disc m.c.

DICK SHIVELY appointed sports director, WSM-AM-TV Nashville, Tenn.

DICK WALKER, sports director, KGER Long Beach, Calif., to KBIG Avalon, as sportscaster.

WILLIAM E. GORDON, sports director, WJKO Springfield, Mass., to WTTM Trenton, N. J., as staff announcer.

LARRY DYSART, writer-director, Dan B. Miner Co., L.A., on KNX Hollywood *Tapestries of Melody*, to KPOL Los Angeles, as program director.

DAVE PELLOW, WEOA Evansville, Ind., and **JACK BRANDT** to announcing staff, WJPS Evansville.

HENRY LEWIS, summer relief announcer, WHLI Hempstead, L. I., returns to free lance work in New York.

KEN BUSSY, WHAS Louisville, Ky. production staff, resigns to accept position of secretary of Convention Visitors Div., Louisville Chamber of Commerce.

RALPH ROGERS returns to KEX Portland, as staff announcer.

ANN CORRICK, producer, Theodore Granik's *American Forum of the Air* and *Youth Wants to Know* programs, resigned. Miss Corrick plans to continue activities in televison.

ED NIX, formerly head of own advertising agency in Riverside, Calif., to KVOE Santa Ana, as producer-announcer.

PAT WOLFE, production facilities department, KNBH (TV) Hollywood, and Ralph Jones were married Aug. 16.

FRANCINE STUTZ, promotion director, KLAC-TV Hollywood *Hollywood on Television*, and Lee Stanley Amster, Los Angeles toy manufacturer, were married Aug. 31.

News • • •

CLAYTON B. HOLM to KIHO Sioux Falls, S. D., as news editor after discharge from U. S. Navy.

MAL MacINTYRE, announcer, KLAC Hollywood, to KCRA Sacramento, as news director and editor.

JACK BOSTON, public infrmation officer at Edwards Air Force Base, to public information KVOE Santa Ana, as head of local newscasts.

Premium Ad Meeting

NBC COMEDY team *Bob and Ray* will make a 45 minute appearance at the morning conference of the Premium Advertising Assn. of America, to be held Sept. 16 at the Hotel Astor, New York. C. E. Armstrong, general manager of merchandising of Kroger Co., will talk on premium promotions in super markets and Douglas Taylor, vice president of J. P. McKinney, will discuss premium promotions in newspapers at the meeting, which will run from 9 a.m. to noon.

NARTSR Name Change?

PROPOSED name change of the National Assn. of Radio & Television Station Representatives to the shorter one of Station Representatives Assn. is expected to be approved by NARTSR members at the group's quarterly meeting Sept. 10 in New York. Besides being unwieldly, the present name is too often confused with NARTB, a spokesman said. After approval by the group itself, an amendment in the charter must be filed in Albany and certified by the Secretary of the State of New York before it becomes official.

Strictly Business

(Continued from page 18)

as much impact as possible, and how to make that impression deep.

He believes in programming and selling to the personality of the people in an individual market, and selling shows and time which are tailored to requirements of that specific market. A one-town test of radio, he's convinced, cannot serve effectively as a base for projection nationally. With the increasing competition offered by other radio stations and by television, media buying has become more specialized. He thinks the importance of market-by-market growth is a large factor in the success of the independent operator, who, Mr. Wyatt says "is elastic in his thinking, and depends on himself rather than network programming."

Mr. Wyatt, though he was born in Chicago, made his home there for the first time three-and-one-half years ago. He lived most of his early years on Long Island and in Westchester County. His father worked in New York as vice president of Erwin, Wasey & Co., and of Brooke, Smith, French & Dorrance as advertising manager of Calvert and sales training manager for Schenley. (The male Wyatts still prefer bourbon to scotch). A brother, Jack, is partner in Wyatt & Scheubel, New York.

Bill Wyatt, always absorbed with advertising, sales and marketing, entered radio in 1940 as an announcer, deciding shortly thereafter to work up through the ranks into broadcast sales.

After attending Peekskill Military Academy in New York and Nichols College in Massachusetts, he enrolled at a small coeducational college, Elon, in Burlington, N. C. It was there he went to work as a part-time announcer for WBBB. In 10 months he reversed procedure, relegating academics to his spare time and concentrating on broadcasting.

In the next six years, he worked at WCBT Roanoke Rapids, N. C., Allentown, Pa., and NBC New York, where he was night guide supervisor and, later, an announcer. After a New York free-lance stint as an actor, announcer and radio "voice" expert, specializing in the crying baby variety, he joined WTIP Charleston, W. Va., in local sales. By this time he had aged a bit (to 24), and was ready to accept an offer from Forjoe in New York. He went there as a salesman in 1947, transferring to Chicago in 1949.

Mr. Wyatt's home is in south suburban Park Forest. His wife, whom he met in New York and married in Charleston, is the former Helen Parke of Philadelphia, who was a singer, dancer and actress before their marriage. They have a daughter, Barbara, 3½. Mr. Wyatt is a member of the Chicago Radio Management Club.

Blanket a

GOLDEN TRIANGLE

in the

Great Southwest

KCMC (AM-FM) **TEXARKANA**

Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and *growing*.

KWFC **HOT SPRINGS**

World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.

KAMD **CAMDEN**

Balanced agricultural, industrial economy. Paper mills, lumber, furniture, one of the largest Navy ordnance installations. A *money* market.

571,000 PEOPLE
160,200 Radio Homes
$420,267,000 Effective Buying Power, $367,535,000 Retail Sales
(From Sales Management)

ONE ORDER
ONE CLEARANCE
ONE BILLING
(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark. Tex.

NEWS IN CANADA

New Distributor Proposed

INDEPENDENT Canadian broadcasting stations will be asked at forthcoming regional meetings to join a new co-operative news distributing company which will obtain its news from Canadian Press. The new company will succeed Press News Ltd., Toronto, subsidiary of Canadian Press, which now sells news to Canadian stations.

On the nine-man board of the new company Canadian broadcasters will have four regional representatives, tentatively one each from the Atlantic coast area, French-language stations in Quebec and Ontario, English-language stations in Ontario and Quebec and western Canada. Five directors will be elected by Canadian Press, and may include owners of newspaper affiliated radio stations.

Basic reason for the new set-up is to give Canadian stations a voice in the news gathering and distribution organization.

Preliminary work by mail indicates most stations contacted favor the new operation. First presentation to a regional group will be made at the Western Assn. of Broadcasters' annual meet at Banff, Sept. 11-13. Other meetings will consider the plan before Canadian Assn. of Broadcasters meets at Montreal next March.

JOINT PROMOTION

Planned by Movie, TV Groups

AGREEMENT calling for a reciprocal promotion project between WNBC-WNBT (TV) New York and the Organization of the Motion Picture Industry of the City of New York was signed Wednesday by Ted Cott, vice president and general manager of WNBC-WNBT (TV), and Fred J. Schwartz, chairman of the motion picture trade group [B•T, Aug. 18].

Both Mr. Schwartz and Mr. Cott expressed the belief that the alliance would work out to the benefit of both the television and motion picture industry. The campaign, which will run for a trial period of three weeks, begins Sept. 15.

U.S. Buys $539 Million

MEMBER companies of Radio-Television Mfrs. Assn. received orders totaling $539 million from the U. S. government during the first half of 1952. This compares with $509 million during the first half of 1951. Radar equipment topped the 1952 list, totaling $263 million. Second was navigational gear, totaling $45 million.

WOMEN'S Auxiliary of American Legion has presented a special award to *Strike it Rich*, CBS-TV and NBC radio show sponsored by Colgate-Palmolive-Peet Co. Walt Framer, producer of series, accepted on behalf of sponsor.

MBS FARM SHOW

Panel Series Begins

FIRST question in the *Successful Farming*-MBS 13-week farm panel series was "Does it Really Matter to the Farmer Who Wins the Election?"

The *Farm News Conference* program, moderated by author-farmer Louis Bromfield, featured Agriculture Secretary Charles F. Brannan, Rep. Clifford Hope (R-Kan.), Maryland farmer Joe Blandford and New Jersey farmer Lee Towson. It was tape-recorded in the studios of WWDC, Mutual's Washington affiliate last Thursday, and was scheduled to be broadcast on MBS stations at 11:30 a.m. Saturday.

Second in the series, which will be broadcast at the same time every Saturday, will originate from Lafayette, Ind., Sept. 13. Mr. Bromfield will act as moderator for the full series.

Successful Farming is published by the Meredith Pub. Co., owner of WOW-AM-TV Omaha, KPHO-AM-TV Phoenix and WHEN (TV) Syracuse, N. Y. Meredith also publishes *Better Homes & Gardens*.

NBC Radio *Dude Martin's Western Jamboree*, new hour-long Saturday night program, replaces *Tex Williams and His Orchestra*. Dude Martin also has his own KTTV (TV) Hollywood and KBIG Avalon shows.

WBIG DISPUTE

Terminated by NLRB

NINE-MONTH OLD labor dispute involving WBIG Greensboro, N. C., which began with the walk-out last January of 14 NABET members, was terminated last Thursday with the cryptic announcement by NLRB Regional Director John A. Penello that charges of unfair labor practices had been "withdrawn without prejudice."

The 14 employes, engineers, control operators and announcers, walked out Jan. 22 after NABET had made its charge. The station continued operation, however, with non-NABET employes.

Gilbert M. Hutchison, president and general manager of WBIG, last Thursday announced receipt of the notice from Regional Director Penello terminating the case. Mr. Penello said that "with my approval" the charge had been withdrawn without prejudice. Notice also was sent to NABET national representative, Clifford L. Gorsuch, in New York.

O-CEL-O Co., Buffalo (cellulose sponges) and General Mills, Minneapolis, are negotiating a merger with transferral of stock. General Mills, which would wholly own O-Cel-O, is slated to exchange stock worth $3,420,000, with O-Cel-O stockholders, getting one share of Mills common for 3½ of O-Cel-O common, and 10 shares of Mills common for 11 shares of O-Cel-O preferred.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ARE *You* A MR. *Why Buy?*

Why Buy **SPOT RADIO?**
Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy **SOUTHWEST VIRGINIA?**
Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy **WDBJ?**
WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

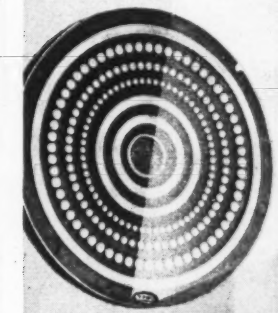
This is the Hallmark of the Ideal Insulation

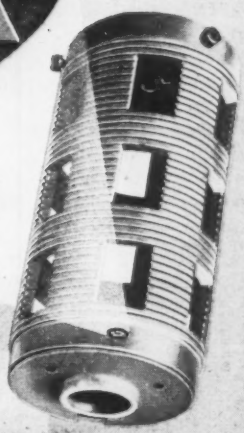
SINCE 1919

MYCALEX

THE INSULATOR

TRADE MARK REG. U. S. PAT. OFF.





FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

INJECTION MOLDED GRADES

MYCALEX 410

Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-I-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	0.014
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$1x10^{15}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX 410X

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	0.084
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$5x10^{14}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.

MACHINEABLE GRADES

MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-I-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0018
Dielectric Constant, 1 megacycle	7.4
Loss Factor, 1 megacycle	0.013
Dielectric Strength, volts/mil	500
Volume Resistivity, ohm-cm	$2x10^{15}$
Arc Resistance, seconds	300
Max. Safe Operating Temp., °C	370
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX K-10

Dielectric Constant, 1 megacycle	10.6
Q Factor, 1 megacycle	300
Loss Factor, 1 megacycle	0.034
Dielectric Strength, volts/mil (0.10 in. thickness)	270
Fractional Decrease of Capacitance with Temperature Change	0.0056
Fractional Increase of Capacitance with Temperature Change	0.0076

Mycalex K-10 conforms fully to Grade HIC5H4 under National Military Establishment Specification JAN-I-12.

LOW-LOSS MINIATURE TUBE SOCKETS

ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

AVAILABLE IN TWO GRADES — Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-I-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

WRITE TODAY ON YOUR LETTERHEAD FOR ILLUSTRATED LITERATURE, OR SEND BLUEPRINTS FOR ESTIMATES — NO OBLIGATION

MYCALEX K

embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets 14"x18" in area and from 1/8" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

RADIO'S STATUS

Will Hold Own—Miller

RADIO is holding its own against TV and probably will continue to do so, with millions of Americans maintaining sets in autos, working places, bedrooms and other places, Judge Justin Miller, NARTB board chairman and general counsel, told the State Bar of California.

Addressing the bar association's 25th annual convention, Judge Miller said 75,117,262 radios have been sold since the war, compared to 17,002,169 TV sets. He said most of the older advertising media are more than holding their own against TV, with newspaper advertising up 10.8% in the 1950-51 year; direct mail up 15%; radio up 11.9%; magazines up 11.4%, and the new visual medium up 93.3%.

Judge Miller warned of the danger of government misuse of radio and TV, recalling that President Peron "took over control of the press and radio in Argentina and then established TV control." He set up government-owned TV receivers in clubs, the only access to these sets, Judge Miller added.

HOMER MARTZ, KDKA Pittsburgh farm director, recorded a special broadcast for BBC during Sixth International Grasslands Congress at Pennsylvania State College, State College, Pa., which was attended by research and educational leaders from all over the world.

ARMY BOUQUETS GO TO RADIO

Col. Kirby Calls It 'Greatest Mass Medium'

"RADIO delivers the greatest mass audience . . . in the history of mankind" and remains "the swiftest, most flexible and instantaneous way of reaching the people of the 48 states," Army public information officers have been told.

At the same time, the Army Dept. has found "a new and heretofore unavailable personal means of reporting the Army story in the front parlors of American families."

These observations were conveyed to U. S. Army domestic and overseas PIOs by Col. E. M. Kirby, chief of the Army's Radio-TV Branch during a conference Aug. 25 at the Pentagon in Washington, D. C.

The officers were briefed on plans for a series of radio and television "hometown" interviews, to be offered to stations throughout the country by the Far Eastern Command (FECOM).

The importance of public information—and particularly the continuing value of radio and potential of TV—was detailed by Col. Kirby; Maj. Gen. Floyd Parks, chief of information; Gen. J. Lawton Collins, chief of staff, and Brig. Gen. Frank Dorn, deputy chief of information.

The Army will intensify its drive to develop hometown interviews with U. S. soldiers overseas for playback on radio stations in pertinent communities. Also under study is a plan to prepare a similar series for video use, with stations asked to provide film to FECOM. Reciprocal arrangement is necessary because of lack of funds. The Army Dept. was cut 50% in fiscal 1953 appropriations.

Meanwhile, Col. Kirby revealed that the third series of *The Big Picture* programs will be available for distribution to video stations around Oct. 15. The documentary series currently is in production. Some 90-plus stations have been carrying *Big Picture* programs throughout the year, with some repeating the films.

Col. Kirby noted estimated audience (60 million) on the recent political conventions and felt the Army could capitalize on "any significant portion" of viewers in "homes which have yielded hundreds of thousands of sons and daughters."

Tracing radio's history, he asserted that American radio "can never be ignored . . . even though some of the commercial broadcasters themselves—in my opinion—quite blindly are willing to let it go by default."

He concluded:

"Radio has developed the ears to listen, television the eyes to see. In our democratic form of society, the Army has a right to be heard and seen."

DUANE JONES SUIT

Minor Action by Judge

JUDGE Sidney Sugarman of the U. S. District Court for the Southern District of New York signed an order Aug. 28, striking out several paragraphs from the complaint in the $3,150,000 slander suit filed against Duane Jones, president of Duane Jones & Co., New York.

The paragraphs in question reportedly do not alter the body of the complaint.

Judge Sugarman's action came after a motion by counsel for Mr. Jones to dismiss the suit. The action against Mr. Jones was filed on June 4 by nine of his former employes, most of them now with Scheideler, Beck & Werner [B•T, July 14].

NBC radio *Father Knows Best* will be taped in various cities for 1952-53 season for General Foods, as star Robert Young is on 40-week theatrical tour with "Country Girl." Cast will fly from Hollywood at regular intervals to wherever Mr. Young is and will tape as many programs as possible. Agency is Benton & Bowles Inc., Hollywood.

SET RECTIFIERS

Shortage May Continue

RECTIFIERS for radio-TV sets may continue in still shorter supply as a result of military requirements, the government has been told by a manufacturers' industry group.

The National Production Authority was advised that FCC authorizations for new television stations may presage a 100% increase in demand for rectifiers next year. A large part of the industry's output now goes into rectifiers for smaller sets where they convert alternating to direct current.

NPA reported that demand for selenium probably will exceed supply indefinitely, and promised it would continue its study of shortage problems. September allocations of the material (a by-product of copper smelting and refining) are set tentatively at 85% of industry requests. Selenium also is used for a variety of other civilian and military electronic applications.

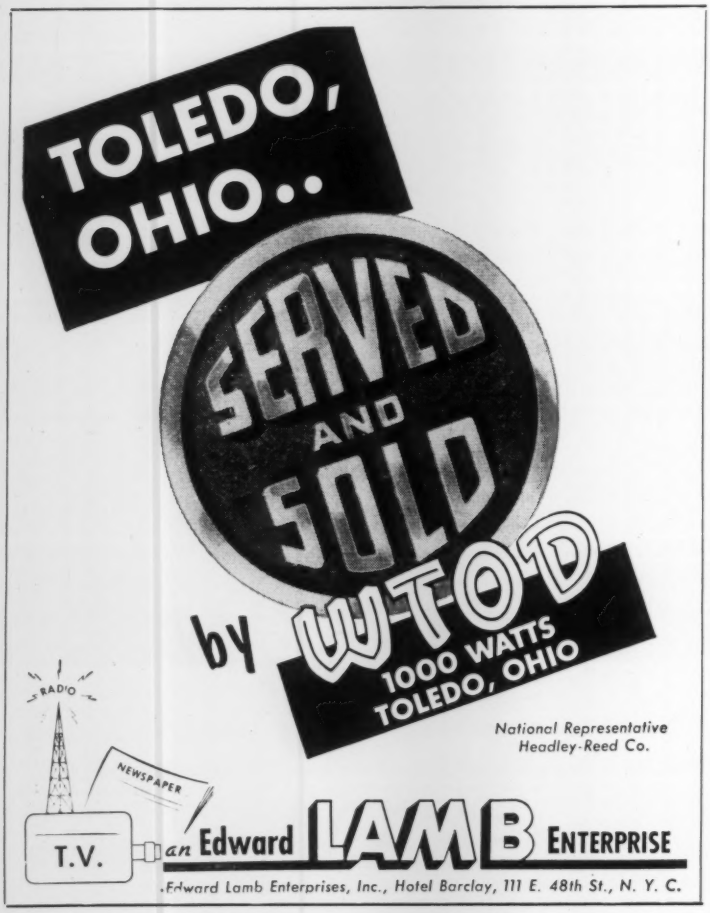
SCBA STAG DAY

Is Scheduled Sept. 24

EIGHTH annual "Whingding" will be held by Southern California Broadcasters Assn. Sept. 24 at Inglewood Country Club, with Haan J. Tyler, Los Angeles manager of KFOX Long Beach, named general chairman.

Heading the committees for the all day, all night stag get-together are: Loyd C. Sigmon, vice president and assistant manager, KMPC (attendance); Dick Woollen, director of program development, KTTV (TV) (entertainment); Larry Buskett, sales manager, KLAC; Jim Hensley, account executive, KNX (golf); Oren Mattison, auditor, KMPC; Bill Tankersley, manager of program operations, CBS Radio, Hollywood (prizes); Edward B. Hullinger, manager of station relations, ABC Western Div.; Ron Manders, promotion manager, KFI (promotion and publicity); Leon Wray, sales manager, KHJ; Charles E. Hamilton, manager, KFI (reception); and Norman Nelson, managing director, SCBA (tickets and reservations).

Event, originally scheduled for Sept. 19, was moved to Sept. 24 because of conflict with Rosh Hoshana the weekend of the 19th.



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He Has the Reasons Why!
5000 WATTS—NOW!

programs promotion premiums

A COMPLAINT over faulty reception contrasted to some million-plus families who "prefer" the 50 kw station, is the peg on which KCBS San Francisco, Calif. hangs its newest brochure on coverage. Pointing out that "very often, it's the little things that count," Arthur Hull Hayes, KCBS vice president and general manager, calls attention to a retired couple who complained that "it was almost impossible to hear *Gangbusters* tonight" because of "noise and interference." A station engineer investigated and found "some faulty neighborhood wiring." Brochure notes that couple "is probably the only one of . . . 1,093,250 families to feel desperate about us . . . the others just prefer us . . . "

CONCERT SERIES

SERIES of concert music programs, featuring critic Paul Hume (of the *Washington* (D.C.) *Post*) was launched last Wednesday by WGMS Washington, the "Good Music Station," under sponsorship of Thompson's Honor Dairy. The *Post* music critic is producing three half-hour programs on Monday, Wednesday and Friday, and a 90-minute show on Sunday. Series, *Listening with Paul Hume*, will feature outstanding record releases (including LPs) and guest conductors. Program got underway last Wednesday.

FOOTBALL QUIZ

QUIZ show tailored to coverage of Notre Dame football games will be started by WERE Cleveland with opening of pigskin season. Show will precede games and feature members of Notre Dame Alumni Assn. and alumni of opposing schools each week, with quiz scored like an actual football game and designed to foretell actual score. Prizes will be awarded victors, with WERE program director Ed Stevens firing questions. Half-hour weekly program will be sponsored by Sandusky Brewing Co. (Gold Bond beer).

If it's a
University Town
you want
We have it too.
•
Montana State
with 2500 Students
Bonus
The Art Mosby Stations

KGVO · KANA
Missoula 5 kw Day & Nite
Anaconda Butte 250 Watts
MONTANA
THE TREASURE STATE OF THE 48
•
Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

SIGNOFF SOLD

WINTER signoff spot has been sold by WSIV Pekin, Ill., to a local restaurateur, Harry Sarnes. W. Kenneth Patterson, WSIV president, general manager and chief engineer, reported that the announcement says ". . . the next 10½ hours of silence are brought to you by Harry Sarnes, the only silence he offers throughout the entire day."

DAILY ALMANAC

NEW program, *The Daily Almanac*, was begun on WAAM (TV) Baltimore Sept. 1. The Mon.-Sat. feature is shown at 5:55 p.m. It has a folksy humor, imparts such information as historical happenings on that date and closes with a famous quotation. *The Daily Almanac* is a John H. Thompson Co. production.

AUTUMN PROMOTION

WTVN (TV) Columbus, Ohio, is keying its fall promotion to an "Autumn Harvest" theme. In addition to tying in all identifications, spots and live show themes with the autumn motif, windows of all advertisers and store interiors are to be decorated by the WTVN art department with corn shocks, pumpkins and colored leaves. To top off the event, a Festival Queen will be selected with the final judging telecast.

WHAS HEAVY SCHEDULE

WHAS Louisville is airing 43 programs in nine days at the Kentucky State Fair, which began Sept. 5. The programs are originating from the WHAS "Big Top" tent which seats 350 persons. Last year, WHAS programs drew 22,000 persons to the "Big Top."

HOME AND GARDENS

WGAR Cleveland on Aug. 30 began broadcasting *Home and Gardens* as a winter replacement for the *Home & Gardens Roundtable*. Bob Smiley, WGAR personality, handles both shows. On his new show, Mr. Smiley will emphasize home construction and maintenance.

WBAL TO FAIR

TEMPORARY studios have been set up by WBAL Baltimore at the fair in nearby Timonium, Md., and the station is programming directly from the fairgrounds. A large tent and modern trailer contain WBAL's equipment and provide space for exhibits produced by the station and six sponsors, who joined in the promotion. Fair continued through Sept. 6.

WLW AT STATE FAIR

STARS of WLW and WLWT (TV) Cincinnati *Midwestern Hayride* were featured Sept. 6 in a big Centennial Jamboree, celebrating the 100th anniversary of the Indiana State Fair. The stars last made a personal appearance at the Indiana State Fair in 1942. Acting as m.c. for the program was Louie Innis. Mr. Innis was supported by such stars as the Kentucky Boys, Judy Perkins, Ernie Lee, the Swanee River Boys, "Lazy" Jim Day, the Pine Mountain Boys, Bonnie Lou and Buddy Ross.

SCORECARD PROMOTION

WMLS Sylacauga, Ala., is promoting Auburn football broadcasts by means of a combination schedule and score card. The folding card bears the names of several sponsors of both the Auburn broadcasts and the program *Football Scoreboard* which follows immediately after the game. "Cards are being placed at sports locations for free distribution," Robert M. Duck, promotion director at WMLS, said.

FOOTBALL CONTEST

GENERAL Electric Supply Co. has contracted with KEX Portland for a series of daily programs, *Pigskin Prognosticator*, to be aired during the football season. Program will sponsor a contest in which participants will pick the winner of the eight football games scheduled for the coming Saturday as well as the score of two of the games. At the end of the season, there will be a run-off for all the weekly winners. Winner will be awarded a free trip to the Rose Bowl.

KHQ CLUB

SIDEWALK Superintendents' club has been organized by KHQ Spokane in connection with the erection of KHQ-TV. A card is issued to those who have "satisfactorily completed primary course in street excavation watching." Station refers to its TV tower as "826 ft. high—a million listeners wide."

ANNOUNCER CONTEST

AMATEUR announcer contests was staged by WAGE Syracuse in connection with New York State Fair Aug. 30-Sept. 6. Winners of the contest were awarded a "glamour weekend in New York."

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The most powerful station in Pennsylvania's 3rd Largest Market!
735,000 Population in ½ MV.
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on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

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HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Our Respects to

(Continued from page 52)

gentle quips played a part in easing tensions.

Without exception, they acknowledge his one, predominant characteristic, which in perspective of his job is considered of the most consequence. That is his integrity.

Mr. Resnick was born at McAlester, Okla., and was educated in public schools there. His family move to New York and young Mr. Resnick finished secondary education at Erasmus Hall High School in Brooklyn. When the family returned to McAlester, Mr. Resnick stayed in New York to attend Columbia U., receiving his A.B. in 1934 and LL.B. in 1936. In his junior year he was elected to the honorary scholastic fraternity, Phi Beta Kappa.

After two years in New York in various law offices, in 1938 he joined the Public Works Administration in Fort Worth, Tex., and spent two years handling legal phases of bond issues, taxes and other PWA activities.

When PWA was about to go out of bond issues and taxes he went to Washington and joined the FCC.

His first FCC work was on defense matters. Under David Lloyd, now one of President Truman's administrative assistants, Mr. Resnick handled much of the legal end of the land-purchasing activities of the FCC, then buying sites for monitoring stations. He also drafted contracts by which the U. S. took over international shortwave radio stations, handled routine shortwave applications and drafted orders for the Board of War Communications, mostly in the common carrier field.

Navy Wartime Service

In March 1943, Mr. Resnick became a Navy ensign, spending the war years at administrative work in the research and development branch of the Bureau of Ships' Electronics Div. Late in 1945 he was back at the FCC, retaining his reserve commission as a two-striper.

For the next year, he was special counsel in the Law Department's Safety and Special Services Division. There, he assisted the division chief in setting up sections to handle not only the traditional safety services (marine, aviation and police radio) as well as amateur and commercial operator matters, but also the new experimental services which were just then coming into use (industrial, taxicab, etc.). In a special assignment, Mr. Resnick was instrumental in drafting rules by which the Commission delegated authority on routine subjects to the staff to free itself for more important policy considerations.

In 1947, he was transferred to the Review Section of the Law Dept., where he wrote proposed decisions for FCC action.

Then, in June 1947, when FCC established its examiner system of hearing cases, Mr. Resnick was in the first 10 to become the agency's judiciary. Seven still are in harness.

During his five years as an examiner, Mr. Resnick has sat in a number of significant cases.

One of the most important, from a broadcast view, was the Crosley-WHAS case. In this, Crosley Broadcasting Co., which owns 50-kw WLW Cincinnati, contracted to buy the *Louisville Courier-Journal's* 50-kw WHAS. Mr. Resnick recommended denial of approval on grounds that the overlap of signals between WLW and WHAS conflicted with the FCC's multiple ownership rule prohibiting one company from owning more than one station in the same area.

Memorable Cases Recalled

High in Mr. Resnick's estimate of significant cases he has heard is the 1951 hearing on the complaints of the International Bank for Reconstruction and Development and of the International Monetary Fund. These agencies protested that overseas communications carriers (RCA Communications, Western Union, Mackay Radio, etc.) proposed to charge them commercial rates instead of rates equivalent to those charged a U. S. government agency.

Since this dealt with international treaties as well as U. S. law and FCC regulations, Mr. Resnick's decision—holding in favor of the complainants—was unique in FCC annals.

Although FCC policy is to get away from special lower rates for government agencies, Mr. Resnick held that "policy must yield to international obligation."

In another case which made FCC history, Mr. Resnick ordered equipment type approval withdrawn from the Garfield Medical Apparatus Co. on a diathermy machine. He found that the company had made changes in production units without notifying the Commission.

This was the first case to involve the withdrawal of a type approval of equipment. The Communications Act requires the Commission to approve all electronic devices which radiate under its authority to oversee electro-magnetic equipment.

Mr. Resnick is justifiably proud of his record as an examiner. None of his initial decisions have been reversed by the Commission.

When Mr. Resnick isn't at a hearing, or studying the record of cases for decisions, he is "at home" in the Washington suburb of Silver Spring, Md. Mrs. Resnick is the former Vita Nathanson of New Haven. Their son, James Lawrence, is 7½, and daughter, Susan Rebecca, 21 months.

On sunny weekends Mr. Resnick plays tennis, and on many week nights attends local PTA meetings, where he is chairman of the construction and finance committee.

He is a member of the New York and Supreme Court bars, and also of the Federal Bar Assn., American Society of International Law, Federal Trial Examiners' Conference, and the Columbia U. Law School Alumni Assn.

EXPLOSIONS AIRED

WOOF Captures Blasts

UNLIKE most broadcasters, who operate within sound-proofed studios, J. Walter Kynes, newscaster for WOOF Dothan, Ala., broadcasts from a studio with open windows. This circumstance enabled WOOF twice within a month inadvertently to air explosions.

Both explosions occurred in nearby Marianna, Fla. On Aug. 14 an explosion injured seven persons, causing an estimated $200,000 property damage. On July 22, a six-engine Air Force jet bomber exploded in mid-air and plummeted into a residential section, killing six persons.

Coincidentally, both explosions came during Mr. Kynes' newscast. The microphone picked up the blasts through the open windows.

RAYMER POSTS

Eshleman, Tremaine Named

APPOINTMENT of E. E. (Jim) Eshleman Jr. and Harry Barnes Tremaine to sales executive posts with the New York office of the Paul H. Raymer Co. Inc., national representatives, was announced last week by Paul H. Raymer, company president.

Mr. Eshleman transfers from the Chicago office where he has served since 1949. He previously was associated with the Steinman stations in Pennsylvania and with supervision of the Chicago office of a national sales representative. Mr. Tremaine previously was a space salesman for *Esquire* magazine and the Reuben H. Donnelly Co. He is a graduate of Amherst College.

Maine Music Contest

FAUST COUTURE, president-treasurer, WCOU-AM-FM Lewiston, Me., and president, Maine Broadcasters Assn., was host Aug. 27 in Waterville, Me., to judges of the first Young Composers Radio Award contest. The contest is sponsored jointly by Broadcast Music Inc., and state broadcasters associations throughout the nation. Decision of the Maine judges is to be released this month.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

XUM

SEPTEMBER 8, 1952

TELECASTING

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Latest Set Count By Markets
Page 76

in our 7th year

The BIG *buy in New York*

Channel 5 *WABD, New York*

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MONDAY thru FRIDAY
4:00 P.M. TO 6:00 P.M. . . 27.5

SUNDAY
12:00 P.M. TO 6:00 P.M. . . 28.5

SATURDAY
8:00 A.M. TO 6:00 P.M. . . 51.6

SUNDAY thru SATURDAY
6:00 P.M. TO 11:00 P.M. . .

STATION "A"	STATION "B"	STATION "C"	STATION "D"	STATION "E"	KTLA	STATION "F"
10.6	9.3	13.4	14.1	13.6	**25.0**	15.2

Share of Los Angeles Television Audience
HOOPER TELEVISION AUDIENCE INDEX
JULY 1952

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KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

TELECASTING

SEPTEMBER 8, 1952

TV GRANTS NOW TOTAL 49

Six More UHFs Authorized

By LARRY CHRISTOPHER

CONSTRUCTION permits for six more UHF television stations were granted by FCC last week as processing of pending applications continued at a steady pace and two new UHF grantees—Empire Coil Co. at Portland, Ore., and WHUM Reading, Pa.—appeared to be racing toward top honors as the first such stations to commence operation.

WHUM, granted UHF Channel 61 on Thursday, expected to commence construction within a matter of hours and hopes to begin operation from its mountain-top 1,000-ft. antenna with full effective radiated power of 260 kw visual by not later than December 10. Expecting delivery of General Electric's first full power UHF transmitter and special antenna wave guide soon, WHUM plans to complete its transmitter site by December 1, barring unforeseen delays in construction due to weather conditions.

Empire Coil Co., which received its Portland grant for UHF Channel 27 at FCC's initial post-thaw action in July [B•T, July 14], purchased RCA-NBC's experimental UHF station at Bridgeport, Conn., a fortnight ago has reported plans to commence interim operation by Thanksgiving Day and possibly by Election Day [B•T, Sept. 1].

First UHF Start

While Empire Coil's KPTV (TV) Portland may become the first commercial UHF outlet to begin operation, WHUM's TV outlet would become the first UHF outlet to commence with full power. Both Portland and Reading are seen as UHF "guinea pig" markets, to be closely watched by set makers and broadcasters alike.

Last week's grants, all in the Group B-1 city priority listing, brought processing in that group to Worcester, Mass., No. 110 in that list, a city which now receives three TV services. Concurrent processing of Group A-2 bids has now reached Wheeling, W. Va., No. 31 in that list.

The new authorizations, which bring to 49 the total of new station grants since lifting of the freeze (41 commercial and 8 educational CPs), included:

Fall River, Mass. (Group B-1, No. 3) — New England Television Co., granted UHF Channel 46 with effective radiated power of 19.5 kw visual and 9.8 kw aural and antenna height above average terrain 400 ft. Estimated commencement date: Unknown. (Comrs. Robert F. Jones and Robert Bartley voted for deferring action.)

Reading, Pa. (Group B-1, No. 4)— Eastern Radio Corp. (WHUM), granted UHF Channel 61, ERP 260 kw visual and 135 kw aural, antenna 1,780 ft. Estimated commencement date: Not later than Dec. 10.

Reading, Pa. (Group B-1, No. 4)— Hawley Broadcasting Co. (WEEU), granted UHF Channel 33, ERP 225 kw visual and 120 kw aural, antenna 1,030 ft. Estimated commencement date: By mid-summer of 1953; plans to start with full power.

New Castle, Pa. (Group B-1, No. 14) —WKST Inc. (WKST), granted UHF Channel 45, ERP 20.5 kw visual and 10.5 kw aural, antenna 370 ft. Estimated commencement date: Unknown.

Massillon, Ohio (Group B-1, No. 27)—Midwest TV Co. (Edward Lamb), granted UHF Channel 23, ERP 99 kw visual and 50 kw aural, antenna 430 ft. Estimated commencement date: Unknown. (Comr. Jones voted for hearing.)

Akron, Ohio (Group B-1, No. 109)— Summit Radio Corp. (WAKR), granted UHF Channel 49, ERP 145 kw visual and 73 kw aural, antenna 320 ft.

Hearings Set

In concurrent action, the Commission scheduled Oct. 15 for commencement of comparative hearings involving competitive applications for new stations at Harrisburg, Pa., Tampa and St. Petersburg, Fla. Oct. 20 was designated for commencement of comparative hearings for Jackson, Mich., and Wichita, Kan. All hearings are to be held in Washington, D. C., because FCC's limited budget prevents hearings in the field.

FCC last week also notified an additional dozen applicants that their bids are mutually exclusive with others and hence comparative hearings will be required, while two additional applicants previously so notified were formally designated for comparative hearing. These included:

Portland, Ore. (Group A-2, No. 2)— North Pacific Television Inc., seeking VHF Channel 8, was notified it is mutually exclusive with Portland Television Inc. and Westinghouse Radio Stations Inc. (KEX), hence consolidated hearing is required. Following up earlier notifications, FCC also designated for hearing application of Mt. Hood Radio & Television Broadcasting Corp. for VHF Channel 6 and application of Northwest Television & Broadcasting Co. for VHF Channel 12. Bid of Mt. Hood Radio, new owner of KOIN there [B•T, Sept. 1, Aug. 18], succeeds KOIN Inc. application in consolidated hearing with KGW and KXL, while Northwest Television is put into consolidated proceeding with Oregon Television Inc. and Columbia Empire Telecasters Inc.

Jackson, Miss. (Group A-2, No. 29)— Lamar Life Broadcasting Co. (WJDX)

(Continued on page 95)

ALLOCATIONS

FCC Further Clarifies Rules

IN TWO actions concerning TV allocation, FCC last Thursday issued:

1. An interpretation and order clarifying its TV rules in cases where a transmitter is in one zone and the community to which the channel is assigned is in another zone. The Commission declared the zone in which the transmitter is located determines the applicable rules for co-channel mileage separation and maximum power and antenna height.

2. A notice of proposed rule making to establish a new policy governing assignment of certain non-broadcast fixed stations in the 72-76 mc band. Responsibility to prevent interference to TV stations on adjacent VHF Channels 4 and 5 would be placed on such non-broadcast fixed stations.

In other TV allocation developments last week, FCC released its formal notice of proposed rule making to add VHF Channel 4 to Irwin, Pa., as suggested by Pittsburgh Mayor David L. Lawrence, to overcome the minimum spacing problem precluding assignment of the channel to Pittsburgh [B•T, Sept. 1, Aug. 18].

The Commission also issued companion memorandum opinions and orders which (1) defer action on the petition of WLOA Braddock, Pa., which seeks Channel 4 at Braddock, and (2) deny the petition of WCAE Pittsburgh, which seeks deletion of VHF Channel 9 at Wheeling-Steubenville and addition of Channels 4 and 9 at Pittsburgh.

In its opinion on WCAE's petition, the Commission indicated stations of less than minimum power and spacing, as well as satellite or booster outlets, are not precluded for all time by conclusions of the Sixth Report and Order finalizing TV reallocation [B•T, April 14]. FCC said it will be "appropriate" to reconsider such proposals when new technical and propagation data is obtained and the art advances.

Clarification Wanted

In issuing its interpretation and order on transmitter location the Commission majority noted it received a number of requests for clarification of this situation. Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate in the ruling and Comr. Robert F. Jones dissented.

The order, effective immediately, amends Sec. 3.610 of the Commission rules relating to minimum co-channel separations by adding the following new subdivision:

(d) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

Sec. 3.614, on power and antenna height, is amended by addition of the following new subdivision:

(c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna heights and powers for VHF stations when the transmitter is located in Zone I and the channel to be employed is located in Zone II, or the transmitter is located in Zone II and the channel to be employed is located in Zone I.

Division of the U. S. into three zones, with different channel spacing in each, was set forth in the Sixth Report to meet varying engineering and geographic conditions. Zone I includes the northeastern part of the country to the Mississippi River while Zone III includes the southern states from the Gulf of Mexico northward for about 150 miles. Zone II includes the rest of the nation.

The minimum co-channel assignment and station separations for each zone, according to FCC, are:

Zone	Ch. 2-13	Ch. 14-83
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

The Commission's order noted

(Continued on page 70)

television grants and applications

Digest of Those Filed With FCC Aug. 29 through Sept. 4

Grants Since April 14:

	VHF	UHF	Total
Commercial	9	32	41
Educational	2	6	8
Total	11	38	49
On the Air	110 1		

1 Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	479	313	461	321	783 2
Educational	14	..	4	10	14
Total	484	313	465	331	797 2

2 One applicant did not specify channel.

NEW STATION GRANTS

FALL RIVER, Mass.—New England Television Co. Granted UHF Ch. 46 (662-668 mc); ERP 19.5 kw visual, 9.8 kw aural; antenna height above average terrain 398 ft., above ground 191 ft. Engineering conditions. Comrs. Jones and Bartley voted for deferring action. Estimated construction cost $170,600, first year operating cost $190,000, revenue $195,000. Post Office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Hambly Road, 3.9 mi. SW of Fall River post office. Geographic coordinates 41° 39' 08" N. Lat., 71° 11' 31" W. Long. Transmitter and antenna RCA. Legal counsel Abraham Belilove, Providence, R. I. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President **Alfred DeMaris** (4/9), general manager and 80% owner of The Short Line Inc. (bus company) and interest in other motor coach companies; Vice President **Harold C. Arcaro** (⅓), Providence attorney and 1/6 owner of WRIB Providence; Vice President **Lewis Tanner** (1/9), advertising and sales manager of Housewares Supply Co., Warren, R. I., and Treasurer **Abraham Belilove** (1/9), Providence attorney. [For application, see TV Applications, B•T, Aug. 4, July 21.] City priority status: Gr. B-1, No. 3.

AKRON, Ohio—Summit Radio Corp. (WAKR-AM-FM). Granted UHF Ch. 49 (680-686 mc); ERP 145 kw visual, 72.5 kw aural; antenna height above average terrain 319 ft., above ground 434 ft. Engineering conditions. Estimated construction cost $352,755, first year operating cost $165,300, revenue $175,000. Post Office address 106 S. Main St., Akron. Studio and transmitter location 106 S. Main St., Akron. Geographic coordinates 41° 04' 56" N. Lat., 81° 31' 07" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **S. Bernard Berk**, Vice President **Roger G. Berk**, and Secretary-Treasurer **Viola G. Berk. Beacon Journal Pub. Co.** owns 45% of grantee. [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-1, No. 109.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

WSJL (TV) Bridgeport, Conn. (Harry L. Liftig, UHF Ch. 49); **WPTV (TV) Ashland, Ky.** (Polan Industries, UHF Ch. 59); **WRTV (TV) Albany, N. Y.** (U. of State of New York, State Education Dept., UHF Ch. *17); **WJTV (TV) Binghamton** (U. of State of New York, State Education Dept., UHF Ch. *46); **WTVF (TV) Buffalo** (U. of State of New York, State Education Dept., UHF Ch. *23); **WGTV(TV) New York** (U. of State of New York, State Education Dept., UHF Ch. *25); **WROH (TV) Rochester** (U. of State of New York, State Education Dept., UHF Ch. *21); **WTVT (TV) Chattanooga, Tenn.** (Tom Potter, UHF Ch. 43); **KTVA (TV) Austin, Tex.** (Tom Potter, UHF Ch. 24), and **KTSM-TV El Paso, Tex.** (Tri-State Bcstg. Co., VHF Ch. 9).

MASSILLON, Ohio—Midwest TV Co. Granted UHF Ch. 23 (524-530 mc); ERP 99 kw visual, 50 kw aural; antenna height above average terrain 430 ft., above ground 524 ft. Engineering conditions. Comr. Jones voted for hearing. Estimated construction cost $257,930, first year operating cost $170,979, revenue $130,500. Post Office address 500 Security Bldg., Toledo, Ohio. Studio and transmitter location 5.6 mi. NW of Massillon on Rt. 21, near Butler Bridge. Geographic coordinates 40° 52' 18" N. Lat., 81° 34' 33" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Treasurer **Edward Lamb**, president of WTOD Toledo, president and owner of 1350 out of 1800 shares of *The Erie* (Pa.) *Dispatch*, licensee of WIKK and WICU (TV) Erie, owner of WHOO Orlando, Fla., president of WTVN (TV) Columbus, Ohio, and president of Edward Lamb Enterprises Inc., Toledo; Vice President **Frank C. Oswald**, vice president of Edward Lamb Enterprises; Vice President **James M. Bushman**, employe of WTVN (TV) Columbus, and Secretary **Cecile Huebner**, secretary of Edward Lamb Enterprises Inc. **Edward Lamb Enterprises Inc.** owns 100% of applicant. [For application, see TV Applications, B•T, July 21.] City priority status: Gr. B-1, No. 27.

NEW CASTLE, Pa. — WKST Inc. (WKST). Granted UHF Ch. 45 (656-662 mc); ERP 20.5 kw visual, 10.5 kw aural; antenna height above average terrain 365 ft., above ground 218 ft. Engineering conditions. Estimated construction cost $152,623, first year operating cost $111,836, revenue $146,000. Post Office address Cathedral Bldg., E. Lincoln Ave., New Castle, Pa. Studio and transmitter location 3½ mi. SE of New Castle at Savannah Center Church and Old Pittsburgh Roads. Geographic coordinates 40° 57' 15" N. Lat., 80° 19' 03" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President and Treasurer **S. W. Townsend** (41%), Vice President **Wanda E. Townsend** (37%), **Marjorie Clipp** (14%), and Secretary **A. W. Graham** (8%). [For application, see TV Applications, B•T, July 14.] City priority status: Gr. B-1, No. 14.

READING, Pa.—Eastern Radio Corp. (WHUM). Granted UHF Ch. 61 (752-758 mc); ERP 260 kw visual, 135 kw aural; antenna height above average terrain 1,780 ft., above ground 1,036 ft. Engineering conditions. Estimated construction cost $614,339, first year operating cost $570,000, revenue $630,000. Post Office address Berkshire Hotel, Reading. Studio location Berkshire Hotel, 5th and Washington Streets, Reading. Transmitter location 2.8 mi. SSW of Summit Station, Berks County, Pa. Geographic coordinates 40° 31' 34" N. Lat., 76° 13' 43" W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **Humboldt J. Greig** (32%), Vice President **Richard G. Fichthorn** (2%), Secretary **Paul A. Flickinger** (2%), Treasurer **Jessie P. Greig** (24%), **Arthur W. Hein** (10.8%) and **Max O'Rell Truitt** (8%). [For application, see TV Applications, B•T, June 30.] City priority status: Gr. B-1, No. 4.

READING, Pa. — Hawley Bcstg. Co. (WEEU). Granted UHF Ch. 33 (584-590 mc); ERP 225 kw visual, 120 kw aural; antenna height above average terrain 1,030 ft., above ground 400 ft. Engineering conditions. Estimated construction cost $440,922, first year operating cost $200,000 revenue $150,000. Post Office address 433 Penn St., Reading. Studio location 433 Penn St. Transmitter location 2 mi. NE of Reading atop Mt. Penn. Geographic coordinates 40° 21' 08" N. Lat., 75° 53' 55" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Hawley Quier**, Executive Vice President **James E. Keller**, Vice President **Harrison F. Flippin**, Secretary **William J. Rohn** and General Manager **Thomas E. Martin. Reading Eagle Co.** owns 99% of stock which is voted by Mr. Quier. [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-1, No. 4.

HEARINGS

FCC on Sept. 3 and 4 notified 12 applicants for TV stations that their applications indicate the necessity for hearing. Two applicants were notified that their applications have been designated for hearing in Washington, D. C., on Oct. 1. Twenty-three applicants were notified that their applications were scheduled for hearing in Washington, D. C., on Oct. 15 and Oct. 20. For full details, see story, page 65.

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled (amended).

FORT WAYNE, Ind. — Radio Fort Wayne Inc. (WANE) (modification of application), UHF Ch. 69 (800-806 mc), ERP 99.1 kw visual, 49.55 kw aural; antenna height above average terrain 466 ft., above ground 484 ft. Estimated construction cost $197,900, first year operating cost $195,940, revenue $229,950. Post office address 1205 Fort Wayne Bank Bldg., Fort Wayne, Ind. Studio and transmitter location 127 West Berry St. Transmitter and antenna RCA. Legal counsel Segal, Smith & Henessey, Washington. Consulting engineer George C. Davis, Washington. [For earlier application, see TV Applications, B•T, July 28]. City priority status: Gr. A-2, No. 12.

WORCESTER, Mass.—New England Bcstg. Co. (WNEB), UHF Ch. 14 (470-476 mc); ERP 22.4 kw visual, 11.2 kw aural; antenna height above average terrain 844 ft., above ground 304 ft. Estimated construction cost $223,500, first year operating cost $250,000, revenue $260,000. Post Office address Park Bldg., 507 Main St., Worcester 8, Mass. Studio location to be determined. Transmitter location Mount Asnebumskit, 5.6 mi. NW of center of Worcester, adjacent to WGTR (FM) transmitter site. Geographic coordinates 42° 18' 13" N. Lat., 71° 53' 51" W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engieer George C. Davis, Washigton. Principals include President **Paul C. Lytle** (49.5% of common stock), Treasurer **John J. Hurley** (49.5% of common stock) and **Lawrence H. Lougee** (1% of common stock). City priority status: Gr. B-1, No. 110.

SAGINAW, Mich.—Booth Radio and Television Stations Inc. (WSGW), UHF Ch. 51 (692-698 mc); ERP 26 kw visual, 13 kw aural; antenna height above average terrain 245 ft., above ground 275 ft. Estimated construction cost $200,430, first year operating cost $157,425, revenue $146,000. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio and transmitter location 400 Mason Bldg., corner of Washington and Genesee Avenues. Geographic coordinates 43° 26' 00" N. Lat., 83° 56' 22" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. H. Clark, Detroit, Mich. Principals include President and Treasurer **John L. Booth** (84.3%), **Mrs. John L. Booth** (9.4%), **John L. Booth II** (6.3%), Vice President **W. Eldon Garner**, Vice President **Robert W. Phillips**, Vice President **Eric V. Hay**, Vice President **Edward H. Clark**, Secretary **Edwin E. Nyy** and Director **William J. Spicer.** Applicant is licensee of WJLB Detroit, WBBC Flint and WSGW, and seeks new TV stations in Flint, Mich., and Battle Creek, Mich. [See TV Applications, B•T, July 7, Aug. 4]. City priority status: Gr. A-2, No. 33.

DULUTH, Minn.—Great Plains Television Properties Inc., UHF Ch. 38 (614-620 mc); ERP 17 kw visual, 9.6 kw aural; antenna height above average terrain 624 ft., above ground 447 ft. Estimated construction cost $240,122, first year operating cost $125,000, revenue $125,000. Post Office address c/o United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or c/o Great Plains Television Properties Inc., 4 West 58th St., New York 19, N. Y. Transmitter location corner of 9th St. and 6th Ave. W. Studio location to be determined. Geographic coordinates 46° 47' 15" N. Lat., 92° 06' 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Schefftel,** president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, treasurer **Alfred G. Burger,** executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock in applicant is owned by Transcontinental Properties Inc. Applicant also seeks new TV stations in Sioux City, Iowa, Springfield, Ill., Little Rock, Ark., and one other city [see TV Applications, B•T, Sept. 1, Aug. 25, 4]. City priority status: Gr. A-2, No. 10. **Note:** This application is in lieu of the one published in TV Applications, B•T, Aug. 18; at that time B•T listed the frequency correctly but indicated the wrong channel.

CHARLOTTE, N. C.—Inter-City Advertising Co. (WAYS) modification of application), UHF Ch. 36 (602-608 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 664 ft., above ground 642 ft. Estimated construction cost $421,400, first year operating cost $312,000, revenue $330,000. Post Office address 120 East Third St., Charlotte, N. C. Studio location 120 East Third St. Transmitter location 0.35 mi. east of Oakdale Road NW of Charlotte at site of WAYS (AM). Geographic coordinates 35° 17' 53" N. Lat., 80° 53' 40" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. [For earlier application, see TV Applications, B•T, July 21.] City priority status: Gr. B-4, No. 199.

†WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co. (WILK) (modification of application), UHF Ch. 34 (590-596 mc), antenna height above average ter-

(Continued on page 78)

DOBIN RESIGNS

Leaves FCC, Joins Law Firm

PAUL DOBIN, chief of the FCC Broadcast Bureau's Rules and Standards Div., resigned as of the close of business last Thursday and immediately announced his association with the Washington law firm of Cohn & Marks.

Mr. Dobin

Considered the "architect" of the FCC's TV allocations plan and rules, Mr. Dobin was the first chief of the Rules and Standards Div. following the Commission reorganization into bureaus in mid-1951. Earlier, he was legal assistant to Comr. Robert F. Jones, the first such staff appointment to be made at the FCC.

He joined the Commission in 1946, following World War II service in the U. S. Army's Judge Advocate General's branch.

Mr. Dobin is a 1941 *cum laude* graduate of Harvard Law School, where he was note editor of the *Harvard Law Review*. He was graduated from the College of the City of New York in 1938, also *cum laude*.

PICTURES ON TAPE? New Developments Cited

TWO recent developments in the art of recording pictures on magnetic tape for TV as well as for movie-making hold out hope that the commercial accomplishment of sight-sound recordings may not be too long in coming.

The first is the announcement by Frank Healey, executive director of the Electronics Division, Bing Crosby Enterprises, that a second demonstration of the Crosby taped-picture system will be held "before year's end." Crosby Enterprises showed a working demonstration of its system last year in Hollywood [B•T, Nov. 19, 1951]. Although the pictures were hazy, they were viewable.

The second is the report by Allen Shoup of Shoup Engineering Co., Chicago, that he recorded a 5-mc signal successfully for a short duration. A TV signal is 4 mc in bandwidth. Mr. Shoup also said that he has recorded up to .5 mc in a test for the National Bureau of Standards. In one such test, he said, he had 30 minutes playing time on a 6,000-ft. reel.

Most of the other reports are less sanguine.

Much progress has been made in the physics of sight-sound recording, but the general consensus of engineers contacted by BROADCASTING • TELECASTING last week is that a practical and economical picture-tape recording system is still years away.

Recording pictures on tape—a dream of electronic engineers for years—is under development in virtually every large laboratory in the country.

When finally laboratory-proved and commercially developed, sight-sound tape recordings will eliminate the present cumbersome and expensive method of reproducing pictures optically on film.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs., said that RCA was working on the project, but that taped pictures seemed many years away. He said that RCA Labs. men expect to work it out, but that the critical point is the economic practicality of the apparatus. The two keys to successful taped pictures are, he said, (1) development of multiple track recording and (2) higher speeds.

Carl Clarus, chief engineer of Revere Camera Co., Chicago, reported that his company had done some experimental work recording radar signals, but nothing in the line of taped-TV.

A General Electric Co. spokesman said GE engineers are working on the problem, but present indications are that success is still years away.

A spokesman for Audio & Video Products Corp., New York, acknowledged that the company is cooperating with Bing Crosby Enterprises in its development.

Bell Telephone Labs. reported that it is no longer working on the problem, as the idea seemed extremely impractical.

It was learned that Ampex Electric Corp., Redwood City, Calif., is associated with Bing Crosby Enterprises in its taped-TV development work.

Others understood to have research on sight-sound recordings in various stages are Armour Research Institute, Chicago; Minnesota Mining & Mfg. Co., St. Paul; Brush Development Co., Cleveland; General Precision Laboratory, Pleasantville, N. Y., and the military services.

The Bing Crosby Enterprises magnetic tape recording system was developed over a three-and-a-half-year period by John T. Mullin, chief engineer, and his assistant Wayne R. Johnson.

Expense of making a TV or feature "film" will be reduced to between one-fifth and one-tenth of its present day cost, Mr. Healy explained following the first preview last November. Revolutionary improvements have been made in the process since it was first demonstrated, he implied. It is not expected to be available commercially until mid-1953.

The "film-less" camera system eliminates the need for using motion picture film by recording directly on magnetic tape the electronic impulses scanned by a TV camera. The original tape and duplicates can then be used for "projection," thus completely eliminating film processing and a separate sound track.

BORDER VIDEO

XEAC-TV Plans Nov. Start

SECOND Mexican TV station to throw its signal into an American market may be XEAC-TV Tijuana, B. C., across the border from San Diego, Calif. It is reported to be scheduled to debut early in November.

XEAC-TV, on Channel 6 with 30 kw radiated power, is owned by Jorge I. Rivera. Mr. Rivera's XEAC is a Mexican Class 1-B station on 690 kc with 5 kw. It is scheduled to go to 50 kw next year.

Alvin Flanagan, former program director of KFMB-TV San Diego, is reported to be the program director of the new Mexican station. Jack Gross Jr., son of the former owner of KFMB-TV San Diego, it is understood will be Mr. Flanagan's assistant. Mr. Gross Sr. has no interest in XEAC-TV.

Contending for San Diego's only available VHF channel (10) are KFSD and KCBQ. San Diego is 179 on the FCC's processing line, in Group B-4.

Only other Mexican TV station which covers a U. S. market is XELD-TV Matamoros-Brownsville, Tex. It is owned by Romulo O'Farril Sr.

AFFILIATE PLAN

McConnell Voices NBC-TV Aid

NBC wants to cooperate with its TV affiliates in any move that will strengthen its television network.

That was the substance of a talk made by NBC President Joseph H. McConnell at a 15-minute meeting with NBC-TV affiliates in Chicago last Wednesday (see page 23 for rates story).

He was referring specifically to a proposal of NBC-TV affiliates that their rate of compensation from the network be increased by adoption of a new formula reducing, in proportion to network sales, the number of "free hours" they give to the network [B•T, Sept. 1, Aug. 4, July 28].

The proposition, officially presented to the network the preceding week, is slated for further consideration by an affiliates committee and NBC officials at a meeting in New York this week.

The affiliates committee is composed of Raymond Welpott, WRGB (TV) Schenectady; Walter Damm of WTMJ-TV Milwaukee, chairman of the NBC-TV Affilites Assn.; E. R. Vadenboncoeur, WSYR-TV Syracuse, chairman of the network's TV Stations Planning and Advisory Committee; P. A. Sugg of WKY-AM-TV Oklahoma City; and Edwin K. Wheeler, WWJ-AM-TV Detroit.

In his talk to affiliates, who numbered about 30, Mr. McConnell did not indicate either acceptance or rejection of the proposal.

The plan's main provisions provide for "free hours" to be reduced by 15 minutes for each hour that the network sells beyond a total of 174 hours per month.

At present, under the standard NBC-TV affiliation contract, the affiliate gives to the network, free, the first 24 hours of network option time each month. This is considered compensation by the station for line charges and sustaining programs provided by NBC-TV. For each hour of network commercial programming beyond 24 a month, the station receives 33⅓% of the network's "take."

The affiliates' proposal would continue present conditions up to and through the point where the network has sold 174 hours a month. For every hour sold by the network beyond that point, the stations would recapture 15 minutes of their "free hours." Thus when NBC had sold 270 hours a month, the affiliate's "free hours" would have been cut back to zero.

'Rebellion by TV'

TELEVISION history has been aired down in Cuba. Emilio Ochoa, head of the Orthodox Party which opposes President Fulgencio Batista, urged at the close of a TV harangue that the half million members of his party's youth movement march against the Columbia Military Camp. As he finished his exhortation, Cuban police marched in and jugged him. He was ordered to stand trial Sept. 5. Charges: "Inciting to rebellion by television."

CHURCH FILMS

DuMont Starts Series

A NEW series of TV dramatic shows entitled *This is the Life*, to be presented under the auspices of the Lutheran Church-Missouri Synod in cooperation with the National Council of Churches of Christ, was premiered last Thursday at the Park Avenue Theatre in New York.

The 26-week series will start this week in 36 cities. Additional stations will be added starting in October with the return of daylight saving time. The DuMont network will feed the public service program, Tuesdays, 10-10:30 p.m. to a number of its affiliates, with the balance of the stations carrying it on a spot basis.

The purpose of the program, produced by Family Films, Hollywood, for the Lutheran Television Productions Committee at a cost of $500,000, was to inspire the more than 65 million non-church-going Americans to attend church, it was announced by Rev. L. C. Wuerffel, dean of Concordia Seminary, and chairman of the Lutheran Television Productions Committee, at the premiere.

The entire cost of the films, planned and produced during the past two years in Hollywood, was borne by the Lutheran Church-Missouri Synod. Rev. H. W. Gockel of the synod's Board of Home Missions, said: "We have turned to television for the vast project in an effort to reach the un-churched in their homes, in the same way the *Lutheran Hour* blazed a trail in radio 20 years ago."

The TV distribution and public relations is handled by the agency, Westheimer & Block, St. Louis, with Frank Block of that agency servicing the account in St. Louis and Reggie Schuebel in New York City.

RCA Color Test

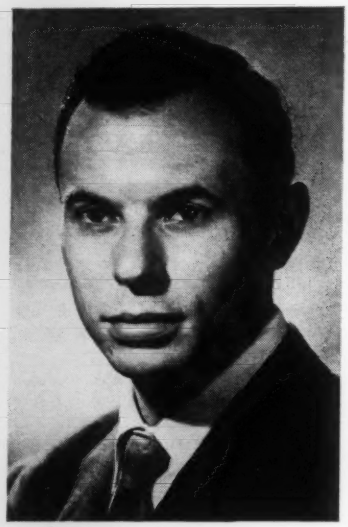
NBC was granted special temporary authority by FCC last week to use facilities of WNBT (TV) New York for the purpose of testing the RCA color TV system with color subcarrier frequencies of 3.58, 3.75 and 3.89 mc to provide the best black and white pictures. Test period specified is Sept. 15-30.

TIPS ON TV OPERATION IN CITY OF MEDIUM SIZE

Like most existing television stations, KPHO-TV Phoenix has been swamped with requests for information from TV station applicants wanting to find out how it's done. Julian M. Kaufman, KPHO-TV sales manager, thought it would be helpful to reduce to writing the tips which he and other members of that station's management have given orally to TV aspirants. Anybody who intends or hopes to run a TV station in a medium-sized market will find the article useful.

By JULIAN M. KAUFMAN

IN RECENT months we, along with probably many other TV stations, have received numerous visits from applicants for TV stations-to-be. Without exception these neophytes, aware only of the favorable balance sheets currently reported by existing stations have had much of their enthusiasm blunted by the cold reality of the man-sized problems indigenous to TV station operation. Since most of the aspirants are from the radio ranks, they are nonplussed at finding mountainous detail, costly and steadily depreciating equipment and a seeming legion of personnel employed, as opposed to their own AM operation.



Mr. KAUFMAN

To attempt to blue-print a model TV station at this transitory period would be a thankless and futile task. However, I feel that by approaching the matter on a more modest note, that of touching on basic problems, this article may prove to be of value to those about to embark on a new enterprise. (As a starting point we are basing our calculations and figures, wherever noted, on a television station serving a community of approximately 300,000 people.)

Management & Financing

It is a safe statement to say that no commercial enterprise, whatever the corporate structure, boasts of as many partners as the small television station. For with the purchase of a television set, John Q. Public seems to become another Darryl Zanuck and as such assumes part of the management of the stations he receives. This intimacy between community and station, whatever its shortcomings, provides the station owner wtih a ready-made and ever-present barometer of efficiency.

As with all business, a proper return on the investment is to be expected. Early reports tend to indicate that although a loss period of a year may be anticipated, a net return of 30 cents on the dollar, once into the black, is not an unreasonable expectation. Even this healthy return may be readily increased in direct proportion to a top cost factor—the percentage of local live programming. It is conceivable that there will be stations manned by skeleton staffs whose sole function is to project film shows. Unquestionably this is the most economical of all methods of telecasting, but by the same token is the most shortsighted approach. For it can never be forgotten that the station operator who bypasses his responsibility to the community he serves cannot long survive in a competitive market.

Despite the handsome return already known to exist in television, the investor looking for a "get rich quick" project should look elsewhere. For station operation, dollar-wise, is replete with fluctuating considerations which can well mean the difference between profit and loss. Among these major variables on the fixed expense side are the extent of the aforesaid "live" programming, and the local conditions attendant upon employment. As for income, the rate card standard established and justified for the community, makes the difference. A true operations chart applicable to all operations is impossible to determine, but certain known figures have emerged in TV's short history which may serve as signposts for the future. Probably the most concise way to impart this data is to print the transcript of an interview consisting of four questions and answers (see box at right).

To sum up, it would appear that the average station's net return is guided by thorough pre-planning, and the overall efficiency of its personnel.

Experienced personnel — the backbone of any organization— will be difficult to employ and in short supply. But even with key people in all departments, it is a faulty conception to believe that a TV station operation can be, initially, a smooth function. Indeed, at the risk of appearing negative, it is probable that even with trained people at every post in a station, it would be fully three months before a semblance of trouble-free operation would emerge.

Sales

Assuming that you are not in the TV business for a philanthropic reason, it is logical to predict that considerable importance will be attached to your sales department. Although it is axiomatic in sales work that a good saleman can sell anything, the television salesman hardly fits into that category for he requires just enough technical know-how and special training to be a thing apart from, say, the average radio or space salesman.

Since time charges on TV are far more costly on local level than other media, you may rest assured that the local advertiser, straining his budget to spend $40.00 for a 20-second spot announcement as opposed to $3.00 an announcement in radio, must realize results in some tangible form quickly, if he is to remain on the air. As a consequence, it is mandatory that your local salesman be creative enough to think visually on behalf of his client, for it is principally his burden to see that an effective presentation is made. To do this he must, among many things, have a working knowledge of television mechanics such as the cost of slides and films, knowing the advantages and disadvantages of both.

The absence of advertising agencies in smaller markets places an additional burden on the station in general and the salesman in particular. For whereas in large markets the station is relieved of commercial treatment of a product, in a smaller market it becomes our direct respsonsibility (at no additional cost to an advertiser). Further, where programs are involved, local advertisers have come to expect complete merchandising helps over and above the normal commercial treatment. The sales department bears the brunt of these demands.

It might be well to point out here and now (and this cannot be too often repeated) that all creative personnel in the smaller station must be versatile to the extent that only the finest line separates sales and programming personnel. This is contrary to the *modus operandi* of a large station where depth of personnel is so established as to preclude a similar overlapping. In the more modest operation it is not uncommon for a salesman to create the program idea, script the show, plan a merchandising campaign, as well as sell the package. By the same token it is not out of the question for the sales manager to be charged with the responsibility of such miscellaneous tasks as film buying in addition

(Continued on page 85)

Fiscal Q's and A's for Future Telecasters

Q: How much money must I invest in equipment and installation charges in order to get a picture on the air?

A: In your market area (serving about 300,000 persons) an outlay of $300,000 (in conjunction with equipment manufacturers) would be a fair estimate. This figure represents transmission, console, camera, film and slide projectors and the use of one mobile unit. In short, satisfactory equipment to telecast a picture, live or film.

Q. What would be monthly operating costs?

A: In a normal situation, using as a guide a gross of $30,000 monthly billing, your break-down could be something like this: personnel (30 people), $9,000; administrative expense, $3,000; depreciation expense, $2,500; insurance expense, $400; agency commissions (35% of billing is national spot), $2,750; engineering maintenance, $3,000; film costs (sustaining), $500; total, $21,150. Add to these property taxes and capitalization items of approximately $5,000.

Q. On that basis my profit on $30,000 would be only 10%?

A: That is correct, but note that most of the expenses above are constant, requiring little change should your billings be higher. Therefore, in this sized operation the $3,000 might readily become, say, $30,000.

Q. After one year of operation can I gross $500,000?

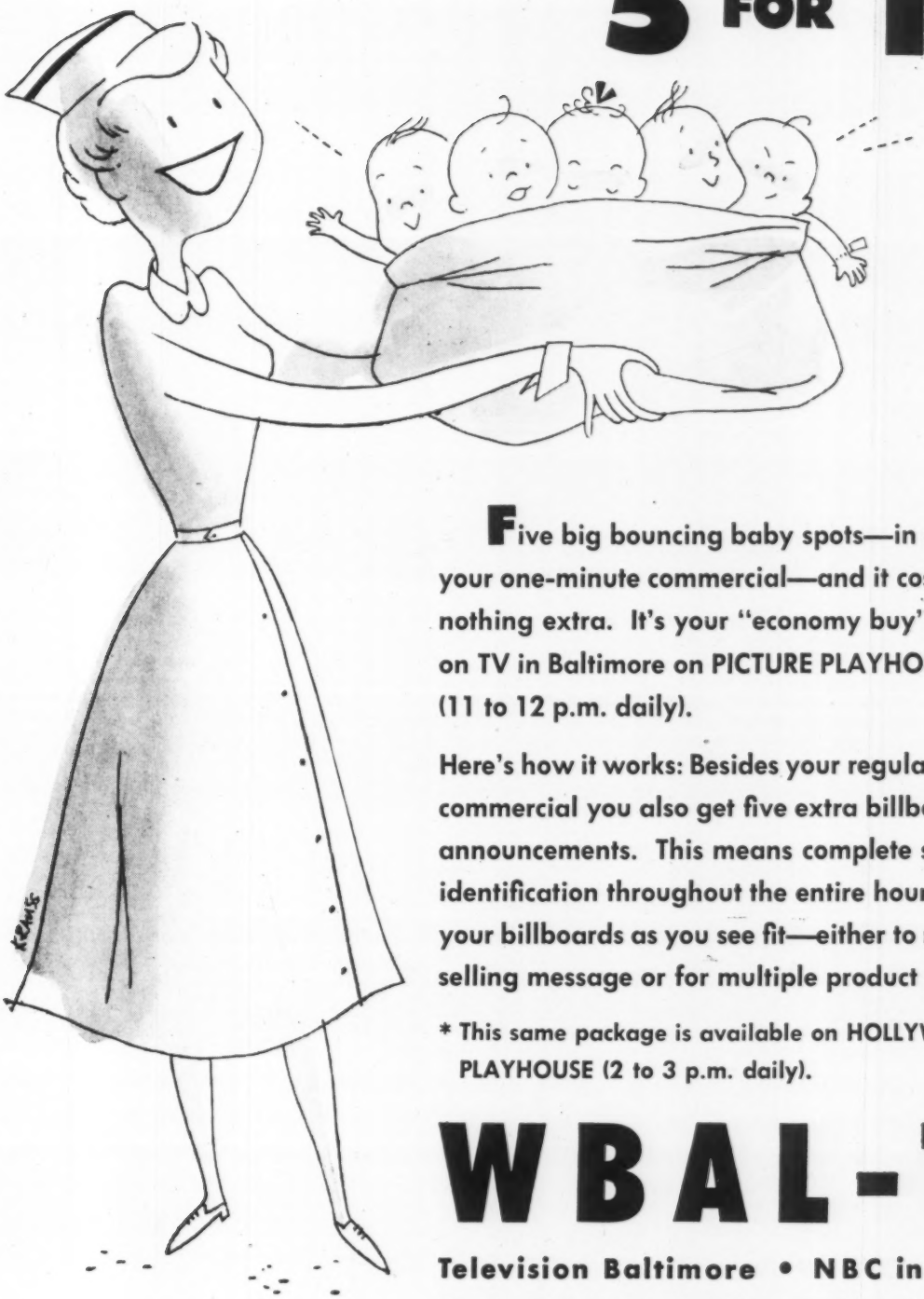
A: It is possible, but only if a proper rate structure is established at the outset. An initial rate of $200.00 per hour would be an excellent starting point to use for a limited circulation. Under no circumstances should the rate be protected beyond six months.

XUM

▶ PICTURE PLAYHOUSE

the television show that gives you

5 FOR 1



Five big bouncing baby spots—in addition to your one-minute commercial—and it costs you nothing extra. It's your "economy buy" on TV in Baltimore on PICTURE PLAYHOUSE* (11 to 12 p.m. daily).

Here's how it works: Besides your regular one-minute commercial you also get five extra billboard announcements. This means complete sponsor identification throughout the entire hour show. Use your billboards as you see fit—either to repeat one selling message or for multiple product promotion.

* This same package is available on HOLLYWOOD PLAYHOUSE (2 to 3 p.m. daily).

WBAL-TV

Television Baltimore • NBC in Maryland

Nationally Represented by Edward Petry & Co.

Allocations Rules Further Clarified

(Continued from page 65)

that Sec. 3.610 "provides further that where the boundary line between two zones passes through a community, that community shall be considered to be located in the lower-numbered zone. The rule also provides that the minimum co-channel separation between a station or assignment in one zone and a station or assignment in another zone shall be that of the zone requiring the lower separation."

Sec. 3.614 of the rules provides that VHF stations in Zones II and III may employ maximum power with antenna heights up to 2,000 ft. and in Zone I up to 1,000 ft. Maximum effective radiated power for VHF Channels 2-6 is 100 kw; VHF Channels 7-13, 316 kw; UHF Channels 14-83, 1,000 kw.

The order also pointed out that the Sixth Report "determined that the transmitter site shall be used where available in measuring all separations both for rule making purposes and licensing purposes. The Commission's determinations with respect to minimum mileage separations and the utilization of maximum power at specified antenna heights were predicated upon the operation of stations at the separations and heights and powers specified in the rules."

Although the principle applies equally well to UHF, the Commission set forth the following situations to explain its interpretation:

(1) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone I, the station is required to maintain a separation of only 170 miles to all other stations and assignments in Zones I and II.

(2) Where a VHF station employs a channel assigned to a city in Zone III and locates its transmitter in Zone II, the station is required to maintain a separation of only 190 miles to other stations and assignments in Zones II and III.

(3) Where a VHF station employs a channel assigned to a city in Zone I and locates its transmitter in Zone II, the station is required to maintain a separation of 190 miles to other stations and assignments in Zone II, and 170 miles to other stations and assignments in Zone I.

(4) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone III, the station is required to maintain a separation of 220 miles to other stations and assignments in Zone III, and a separation of 190 miles to other stations and assignments in Zone II.

(5) Where a station employs a VHF channel assigned to a city in Zone II and locates its transmitter in Zone I, the rules governing the utilization of maximum heights and powers for Zone I VHF stations apply.

(6) Where a station employs a VHF channel assigned to a city in Zone I and locates its transmitter in Zone II, the rules governing the utilization of maximum heights and powers for Zone II VHF stations apply.

The notice of proposed rule making on the new assignment policy for fixed stations in the 72-76 mc band, to which Comr. Jones also dissented, designated Oct. 13 as deadline for comments with an additional 10 days thereafter for replies.

The notice stated, "Footnotes NG-3 and NG-5 to the table of frequency allocations permit the assignment of frequencies in the band 72-76 mc to operational fixed stations and fixed stations in the Domestic Fixed Public Service under certain conditions," and commented that lifting of the TV freeze "and the adoption of an engineered table of assignments for TV stations . . . makes it desirable that the standards for making assignments in this bands be revised and made more definite."

FCC said it believes certain fixed stations can use the 72-76 mc band and "at the same time give adequate protection to TV reception."

"To this end," the notice said, the Commission "is proposing the establishment of standards for such [fixed station] assignments which do not attempt to eliminate completely all possibilities of [TV] interference but rather which minimize its probabilities."

Present Use of Band

One FCC spokesman stated there presently are more than 1,000 operational fixed stations using the band, plus a much smaller number of domestic fixed public service stations. Both types are of an auxiliary nature. The former type includes industrial and public safety stations while the latter includes common carrier stations. Virtually all are point-to-point relay stations with powers of 50 w or less, he said. Airway marker beacons are assigned 75 mc.

Present criteria for protection of TV stations would be deleted, the notice stated, and the following proposed criteria substituted:

(a) Whenever it is proposed to locate a 72-76 mc fixed station 80 or more miles from the site of a TV transmitter operating on either Channel 4 or 5, or from the post office of a community in which such channels are assigned but are not in operation, the fixed station will not be required to afford any protection to the reception of television on such channels.

(b) Whenever it is proposed to locate a 72-76 mc fixed station less than 80, but more than 10 miles from the site of a TV transmitter operating on either Channel 4 or 5, (or from the post office of a community in which such channels are assigned but are not in operation) such stations will be authorized only if:

(1) there are fewer than 100 family dwelling units[1] located within a circle centered at the location of the proposed fixed station[2] the radius of which shall be determined by use of the chart entitled, "Chart for Determining Radius From Fixed Station in 72-76 mc/s Band to Interference Contour Along Which 10% of Service From Adjacent Channel Television Station Would Be Destroyed," attached [to the notice].

(2) the applicant agrees to eliminate any interference caused by his operations to TV reception on either Channel 4 or 5 that might develop within that circle by whatever means are found necessary within 30 days of the time knowledge of said interference is first brought to his attention by the Commission.

(3) vertical polarization is used.

Provided, however, that the Commission may, in a particular case, authorize the location of a fixed station within a circle as determined under (1) above containing 100 or more family dwelling units upon a showing that:

(i) the proposed site is the only suitable location.

(ii) it is not feasible, technically or otherwise, to use other available frequencies.

(iii) the applicant has a plan to control any interference that might develop to TV reception from his operations.

(iv) the applicant is financially able and agrees to make such adjustments in the TV receivers affected as may be necessary to eliminate interference caused by his operations.

(c) With respect to proposed separations between transmitters of 10 miles or less, preliminary data indicate there are important secondary effects which may result in interference not otherwise predictable. The Commission currently has this problem under study and when completed conditions for grant, if any, will be prescribed. Pending completion of this study, all applications seeking authority to operate with a separation of less than 10 miles will be returned without action.

(d) In any event, if, after a 72-76 mc fixed station has been authorized, a TV station on Channel 4 or 5 is, for any reason, permitted to operate with a transmitter site so located as to bring the fixed station within the interference parameters described above, the fixed station permittee must assume the responsibilities set forth therein and eliminate any interference his operations might cause within 90 days of the time knowledge thereof is first brought to his attention by the Commission. If, however, such operation of the new television station places the fixed station in category (c) above, the licensee of such fixed station shall within such 90 day period either discontinue operation or relocate his transmitter to conform to these criteria.

[1]As defined by the U. S. Bureau of Census.

[2]Family dwelling units 70 or more miles distant from the TV antenna site are not to be counted.

The special chart attached to the notice for determining interference to TV stations shows, for example, that a proposed fixed station with an antenna height of 100 ft. and power of 100 w, spaced 50 miles from an adjacent channel television station having an ERP of 100 kw and antenna height of 500 ft., would cause 10% or more of the receiving locations within a radius of 5.5 miles of the fixed station to lose the TV service through interference.

Sets Sept. 19 Deadline

In issuing its notice of proposed rule making to add Channel 4 at Irwin, Pa., 17 miles from Pittsburgh, the Commission set Sept. 19 as deadline for comments and Sept. 29 as deadline for replies thereto.

Pittsburgh now is assigned VHF Channels 2, 11 and *13 (*reserved for education) and UHF Channels 16, 47 and 53. WDTV (TV), only operating station there, is on Channel 3 and will switch to Channel 2 under provisions of the Sixth Report.

WLOA Braddock, one of the first to protest FCC's failure to assign Channel 4 to the Pittsburgh area because it falls short of the 170-mile minimum co-channel spacing rule by only a fraction of a mile with respect to WLWC (TV) Columbus, Ohio, has an appeal pending with the U. S. Court of Appeals for the District of Columbia. WWSW Pittsburgh has a similar appeal before the U. S. Court of Appeals, Third Circuit, Philadelphia [B•T, June 16, 9].

KQV Pittsburgh, owned 45% by CBS, has announced it will file

(Continued on page 72)

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Allocations Rules Further Clarified

(Continued from page 70)

an application for Channel 4 at Irwin.

FCC's notice of proposed rule-making set forth the following proposed amendment to the table of allocations:

CITY	CH. NO.
District of Columbia	
Wash'ton	4—, 5, 7+, 9—, 20+, *26—
Ohio	
Columbus	4—, 6+, 10+, *34, 40—
Pennsylvania	
Irwin	4+

The changes concern only the offset specifications for Channel 4 at Columbus and Washington.

The Commission noted that Mayor Lawrence's petition complies with Sec. 3.609 of its rules "in that it proposes an assignment of a television channel in a community which is not listed in the table and is not within 15 miles of a city so listed." FCC also observed the proposed assignment "complies with the minimum separations set forth in the Commission's rules and does not require any deletions or substitutions of channels in any community listed in the table."

Pointing out the need and feasibility of assigning Channel 4 to Irwin, Mayor Lawrence's petition said in part:

. . . As a result of the failure of the Commission to make an assignment in the Pittsburgh metropolitan area, a serious inefficiency in the use of spectrum space has arisen since, in a wide area on Channel 4 generally in the Pittsburgh metropolitan area, no television station will be permitted to be constructed and to operate.

This resulting inefficiency in use of spectrum space is, of course, of serious consequence to the residents of the Pittsburgh metropolitan area who are highly desirous of receiving as many television signals as can be made available to them consistent with the Commission's rules and regulations.

It is to be noted that if the request of petitioner is granted not only would a television station, intended to serve primarily the City of Irwin, be able to be constructed, but also under the Commission's rules other communities such as McKeesport, Braddock and Duquesne would be afforded an additional opportunity to secure a local television service from a local television station.

Most important of all, however, is the fact that Channel 4 cannot be assigned, consistently with the Commission's rules, to any community in Pennsylvania larger than Irwin and to very few other communities at all.

The memorandum opinions and orders respecting the petitions of WLOA Braddock and WCAE Pittsburgh were adopted by Chairman Paul A. Walker and Comrs. George E. Sterling, Frieda B. Hennock and Robert Bartley. Comrs. Rosel H. Hyde, E. M. Webster and Robert F. Jones did not participate.

In deferring action on the WLOA (Matta Broadcasting Co.) petition, the FCC majority stated:

. . . In the event that the proposal to assign Channel 4 to Irwin is made final that channel will be available in accordance with Sec. 3.607 of the rules for application in the city of Braddock as well as other cities. Sec. 3.607 of our rules provides, in part, that a channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. Accordingly, the adoption of the change in rules set forth in the said notice of proposed rule-making would render moot the petition filed by Matta Broadcasting Co.

The majority's memorandum opinion, denying the petition of WCAE Pittsburgh to delete Channel 9 from Wheeling-Steubenville and add Channels 4 and 9 at Pittsburgh, constitutes a detailed defense of the Sixth Report as it relates to that area.

The Commission pointed out that "in consideration of the instant petition filed by WCAE Inc., it is important to bear in mind that petitioner does not claim that an inadequate number of television channels has been assigned to Pittsburgh or that the number of channels assigned to Pittsburgh compares unfavorably with assignments made to other communities of like size, population and economic importance. An examination of the table of assignments adopted in the Sixth Report and Order reveals that Pittsburgh was assigned its fair share of the available channels and that there is no disparity between the number of assignments made to Pittsburgh and other cities of comparable size and importance."

Other Markets Compared

FCC cited the following list to show "the manner in which Pittsburgh was treated as compared to the other major cities" in the U. S.:

	1950 Pop.	VHF	UHF	Total
New York	7,891,957	6	2*	8*
Chicago	3,620,962	5*	5	10*
Philadelphia	2,071,605	3	4*	7*
Los Angeles	1,970,358	7	3*	10*
Detroit	1,849,568	3	3*	6*
San Francisco-Oakland	1,159,932	5*	5	10*
Baltimore	949,708	3	3*	6*
Cleveland	914,808	3	3*	6*
St. Louis	856,796	4*	3	7*
Minneapolis-St. Paul	833,067	5*	2	7*
Washington, D. C.	802,178	4	2*	6*
Boston	801,444	4*	3	7*
Pittsburgh	676,806	3*	3	6*
Buffalo-Niagara Falls	671,004	3	3*	6*
Milwaukee	637,392	3*	3	6*
Houston	596,163	3*	3	6*
New Orleans	570,445	3*	4	7*
Cincinnati	503,998	3	3*	6*
Seattle	467,591	4*	2	6*
Kansas City, Mo.	456,622	3	3*	6
Dallas	434,462	3*	3	6*
Indianapolis	427,173	3	3*	6*
Denver	415,786	5*	2	7*
San Antonio	408,442	4*	2	6*
Memphis	396,000	4*	2	6*

*** One assignment reserved for use by noncommercial educational stations.**

In defense of its Pittsburgh allocation, the Commission noted that "Detroit, Baltimore, Cleveland and Washington, all of which are larger in population than Pittsburgh, have the same total number of assignments, and that four cities larger than Pittsburgh have the same number (3) of VHF assignments, namely, Philadelphia, Detroit, Baltimore and Cleveland."

Concerning WCAE's contention that "the undisputed engineering testimony in the record demonstrates that because of the highly irregular terrain in Pittsburgh and the area surrounding it UHF channels cannot be utilized to provide a television broadcast service comparable to that of VHF channels for that area," the Commission stated:

. . . It is our view, however, that petitioner's assertion is not supported by the facts of record. In this connection it is important to recall that all parties, including those concerned with Pittsburgh assignments, had an opportunity to submit propagation data which might have supported the conclusion that UHF assignments should not have been made in Pittsburgh. Nevertheless, as we concluded in the Sixth Report, the data that was presented did not provide an adequate basis for any such determination.

While the terrain surrounding Pittsburgh may have some effect on UHF propagation in that area, it is our view that UHF stations operating in Pittsburgh will afford a satisfactory television service from the view point of both economics and coverage.

As to WCAE's proposal that a UHF channel be substituted for VHF Channel 9 at Wheeling-Steubenville, the Commission observed WCAE felt the VHF channel should be given Pittsburgh on the basis of its larger area and not on the basis of any difference of terrain which would make Wheeling-Steubenville more suitable for UHF.

This proposal of preference for the larger community with respect to assignment of VHF channels, FCC said, "does not in our view constitute a fair, equitable or efficient principle of assignment."

FCC also said that both of WCAE's arguments for the assignment of Channel 4 at Pittsburgh "were previously considered by the Commission in this proceeding."

The first argument, FCC said, is that Channel 4 could be used in Pittsburgh from a specific transmitter site which would be 170 miles from Columbus, thus raising the question "whether we can use a specific proposed transmitter site as the basis for calculating assignment spacings in a rule-making proceeding." This suggestion was rejected by the Sixth Report, it was noted. The opinion said:

The request that proposed antenna sites, rather than the standard reference points selected by the Commission, should be utilized in ascertaining channel assignment separations is, we believe, wholly impractical for the assignment of television channels on a nationwide basis.

There is no assurance that a proposed antenna site will actually be available for use by any applicant other than the one who proposes it. As a consequence, if the Commission were to attempt, in its rule-making proceedings, to select antenna sites it would, of necessity, prejudge the selections of licensees from among competing applicants. Such prejudgment would be both illegal and unfair.

Hence, the Commission would be compelled to suspend its rule-making proceedings and undertake adjudicatory licensing proceedings to determine prospective licensees, and prospective transmitter sites, for every television station in the United States.

By the same token, however, no licenses could finally be issued until the completion of the rule-making proceedings with final assignments of channels.

The result would be chaotic proceedings in which no applicant could be sure of the channels available. And the delays in establishing an adequate national television system would be enormously increased.

WCAE's other argument, FCC noted, was that Channel 4 could operate from FCC's reference point (main post office) in Pittsburgh with less than maximum power and antenna height so that inter-

(Continued on page 74)

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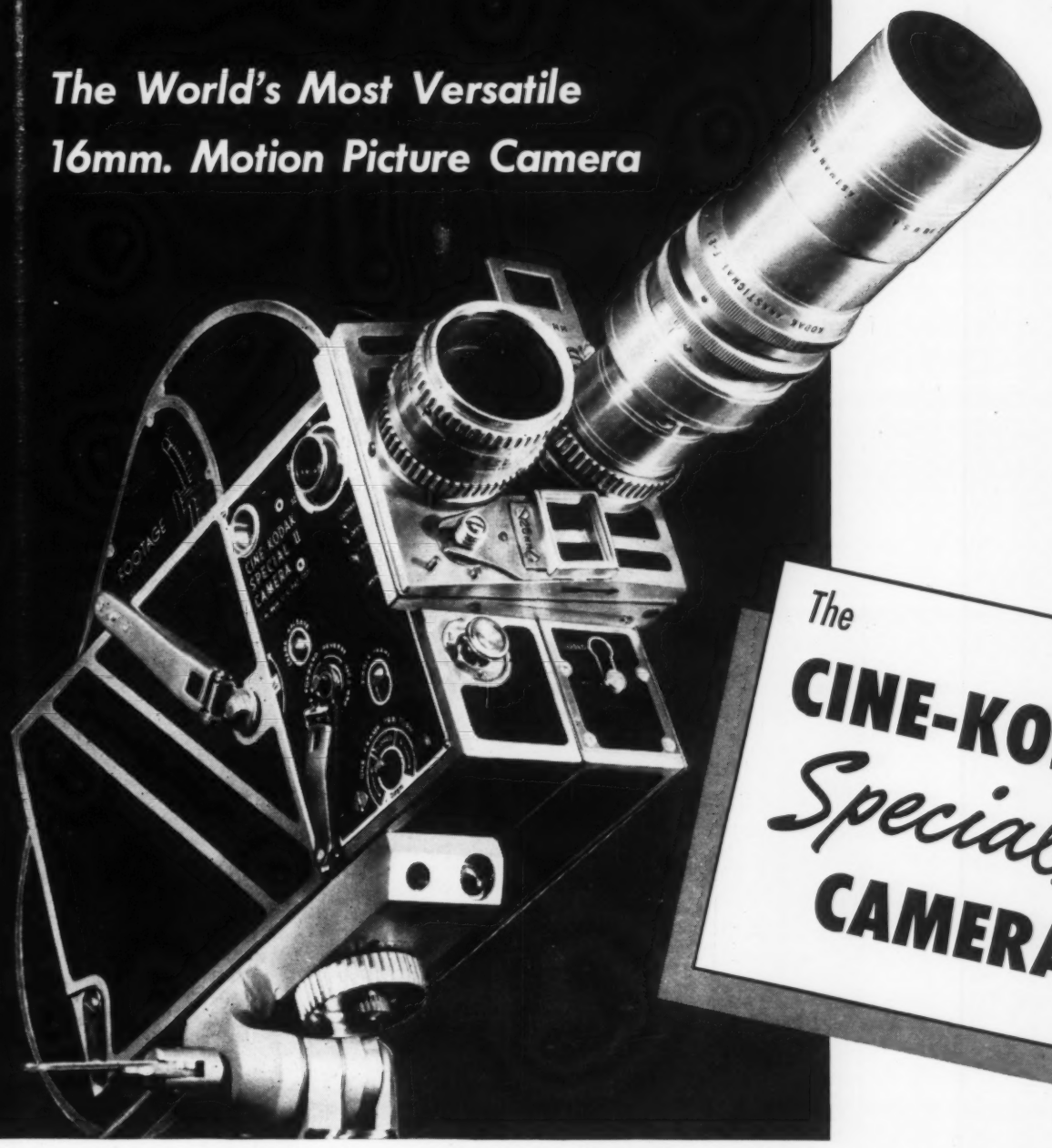

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Allocations Rules Further Clarified

(Continued from page 72)

ference would be no greater than normal operation at 170 miles separation. FCC said it also has considered this proposal previously, stating:

. . . It is apparent that the utilization of maximum heights and powers will result in large service areas. The extent to which such service areas will be from interference is, in part, a function of the number of stations operating on the assigned channels.

The patent effect of the requirement of our rules that all stations qualify for the potential of operation with maximum height and power precludes assignments at substandard separations where operation at maximum height and power would result in interference to the operation of other stations. The exclusionary effect of our rules limits, therefore, the number of assignments which may be made, with a consequent limitation on the number of stations.

Any plan of assignment, whether it be by a table of assignments or whether it be by some other method of assignment such as is used in standard broadcasting, is predicated upon a number of restrictive factors by which interference among stations is limited. For it is axiomatic that the addition of stations to any channel will increase the interference level on that channel and generally result in some degradation of the service of the stations operating on that channel.

In the AM broadcast service the limitation on the number of stations which may be assigned to any one broadcast channel is achieved by the provisions with respect to maximum and minimum power that may be authorized on such channels; by the provisions against "objectionable interference" to existing stations; and by the provisions which set certain minimum standards of service for each of the several classes of stations. . . .

In the television broadcast service we do not provide standards for determining objectionable interference. In lieu thereof we have provided minimum separations between stations. . . .

One further consideration should be noted. . . . In the [Sixth] Report we stated that one reason for the denial of the request was that the requirement that all stations operate at separations which meet our minimum standards constituted a "safety factor" against the possibility that the interference which stations may suffer will be greater than could be predicted upon the basis of available data. The safety factor is vital insurance for the operation of an effective nationwide television service in the foreseeable future. . . .

The Commission pointed out it already has denied requests for operations with less-than-minimum power as well as for satellite or booster stations.

"Nevertheless," the majority said, "we recognized that there may exist special cases where the carefully controlled utilization of such stations may be beneficial to the operation of a nationwide television service.

"We wish to make it clear, however, that our decision in the Sixth Report and Order with respect to low powered operation and the operation of satellite or booster stations are not binding irrevocable decisions for all time. When additional data and information become available and as the state of the art advances, it will then be appropriate for us to review the judgements made in our Sixth Report and Order with respect to such operations."

FCC recalled its experimental grants to WSM-TV Nashville for a booster outlet at Lawrenceburg, Tenn., and to Sylvania Electric Products Inc., Emporium, Pa., for a satellite station there [B•T, July 21].

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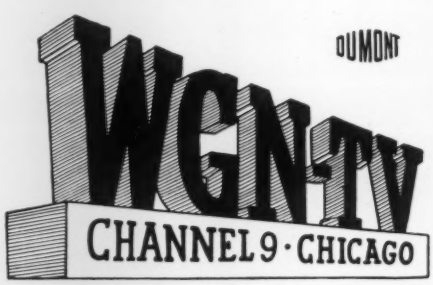

The Chicago Tribune Television Station

THEATRE TV

N. Y.-D. C. Service Cost Noted

ESTIMATES for theatre TV service between New York and Washington using existing facilities would run from less than $50,000 per month to more than $200,000 a month, the Long Lines Department of AT&T reported to motion picture producer and exhibitor legal representatives last week. The difference depends on the number of channels requested. Engineering and accounting issues of the theatre-TV hearing are scheduled for Oct. 20 in Washington.

Letter from Ernest D. North, AT&T general attorney, to Motion Picture Assn. and National Exhibitors Theatre Television Committee attorneys was in answer to a request for information originally made last April, and renewed last month [B•T, Aug. 18, April 28].

Mr. North declared that it was impossible to quote prices on the specifications set forth in the original plan since certain basic features require equipment which would have to be made. He also questioned whether the 10 mc bandwidth system requested by theatre-TV engineers could be accomplished by the means suggested.

Broader bandwidths are possible, Mr. North said, referring to the AT&T's radio relay system (now capable of passing 4 mc signals) and the new coaxial cables (which will have a 4 mc bandwidth; present coaxial cable passes only 2.7 mc.)

Following monthly charges for eight consecutive hours daily were quoted for a theatre-TV system serving New York, Trenton, Philadelphia, Atlantic City, Wilmington, Baltimore and Washington—with links from Philadelphia to Reading and Allentown, Pa.:

One southbound channel and one northbound channel, serving seven transmitting and 13 receiving stations, $40,030 for video and $7,880 for Class AA audio lines.

Three southbound channels and one northbound channel, serving 13 transmitting and 29 receiving stations, $85,230 for video and $16,835 for audio.

Six southbound channels and two northbound channels, serving 27 transmitting and 58 receiving stations, $172,915 for video and $34,155 for audio.

Estimates for serving a group of 15-20 Washington theatres, proposed in various distribution requirements, ranged from $8,300 for video and $550 for audio channels in the simplest arrangement to $9,200 and $650 for the most complicated setup.

In addition there were estimated non-recurring charges for local installation and equalization which ranged from $365 to $1,515.

Counsels for Motion Picture Assn. are Fly, Shuebruk & Blume and Welch, Mott & Morgan. Counsel for NETTC is Cohn & Marks.

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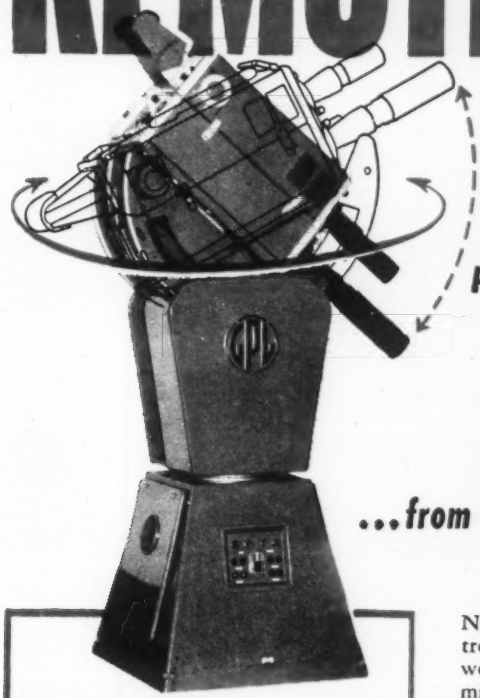

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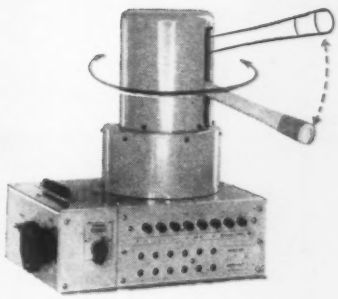

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TV Said To Be No Crime Breeder

(Report 232)

TELEVISION doesn't make children grow up to be gangsters, cowboys, private eyes or blues singers, the American Psychological Assn. was told at its 60th annual convention in Washington last week.

Far from being a psychological monster, TV actually may help overcome the teacher shortage and teach children the better things in life, the psychologists were told by David Komisar, director of guidance at Champlain College, Plattsburg, N. Y.

Mr. Komisar said experience has taught him there is no evidence of difference in personalities and behavior of children exposed to television and those in non-TV areas. Neither does it hurt homework, he said. "Children living in homes where there is television react just like adults do to radio. They grow up and away from all but their favorite programs," he said.

Mr. Komisar's high opinion of TV was backed by M. J. Asch of Utica College, Syracuse U. The psychologists agreed TV programs such as the science program sponsored by the Johns Hopkins U. were as effective as real teachers.

Mr. Komisar said TV's effectiveness in education now is being demonstrated in certain rural areas of New York, where TV instruction is more practical than sending in teachers.

* * *

Boxing Bouts Lead Nielsen July Report

WEDNESDAY night boxing bouts sponsored by Pabst on CBS-TV topped the national Nielsen list of video programs during the two weeks ended July 26 both in number of TV homes reached and per cent of TV homes reached in program station areas. Top 10 in each category follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Pabst Blue Ribbon Bouts (CBS)	6,014
2	My Little Margie (CBS)	5,172
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	4,455
4	Dragnet (NBC)	4,164
5	Racket Squad (CBS)	3,786
6	Goodyear TV Playhouse (NBC)	3,772
7	Hunter, The (CBS)	3,746
8	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	3,666
9	What's My Line (CBS)	3,544
10	Original Amateur Hour (NBC)	3,544

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Pabst Blue Ribbon Bouts (CBS)	34.8
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	30.2
3	My Little Margie (CBS)	29.2
4	Dragnet (NBC)	28.3
5	Arthur Godfrey Scouts (CBS)	26.3
6	Hunter, The (CBS)	26.0
7	Big Town (CBS)	25.8
8	Racket Squad (CBS)	25.7
9	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	25.6
10	What's My Line (CBS)	24.7

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* * *

Summer Set Usage Stays High—Advertest

SET usage and availability continue at high levels during the summer, according to a new Advertest study released today (Monday).

The survey of "Summertime Television," is based on 760 personal interviews with set owners throughout the New York metropolitan area. Interviewing took place during the first two weeks of August.

During the summer months, the "average individual" in a television home is at home about eight hours between 9 a.m. and midnight. Of these eight hours, 2¼ hours were spent viewing TV, one hour listening to radio, with the remaining time spent with printed media, according to Advertest.

It was shown also that programs continuing into the summer fare much better than replacement shows.

Weekly Television Summary—

September 8, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	96,433
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829
Binghamton	WNBF-TV	85,000
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	920,928
Buffalo	WBEN-TV	279,204
Charlotte	WBTV	237,519
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	361,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	186,021
Davenport	WOC-TV	123,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	246,000
Denver	KFEL-TV	21,735
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	186,021
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	121,599
Houston	KPRC-TV	169,675
Huntington-Charleston	WSAZ-TV	112,000
Indianapolis	WFBM-TV	257,000
Jacksonville	WMBR-TV	62,000
Johnstown	WJAC-TV	164,501
Kalamazoo	WKZO-TV	236,653
Kansas City	WDAF-TV	218,045
Lancaster	WGAL-TV	159,067
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,324,088
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	23,000
Memphis	WMCT	140,536
Miami	WTVJ	141,600
Milwaukee	WTMJ-TV	346,085
Minn.-St. Paul	KSTP-TV, WCCO-TV	326,700
Nashville	WSM-TV	78,260
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	108,676
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	125,800
Oklahoma City	WKY-TV	147,350
Omaha	KMTV, WOW-TV	138,503
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,067,476
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	224,000
Richmond	WTVR	136,822
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	123,000
	Quad cities include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	81,754
San Antonio	KEYL, WOAI-TV	90,314
San Diego	KFMB-TV	147,250
San Francisco	KGO-TV, KPIX, KRON-TV	433,000
Schenectady-Albany-Troy	WRGB	219,400
Seattle	KING-TV	163,700
St. Louis	KSD-TV	413,000
Syracuse	WHEN, WSYR-TV	185,550
Toledo	WSPD-TV	191,000
Tulsa	KOTV	130,125
Utica-Rome	WKTV	75,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	113,414

Total Stations on Air 110* Total Markets on Air 65* Estimated Sets in Use: 18,317,528

* Includes XELD-TV Matamoros, Mexico

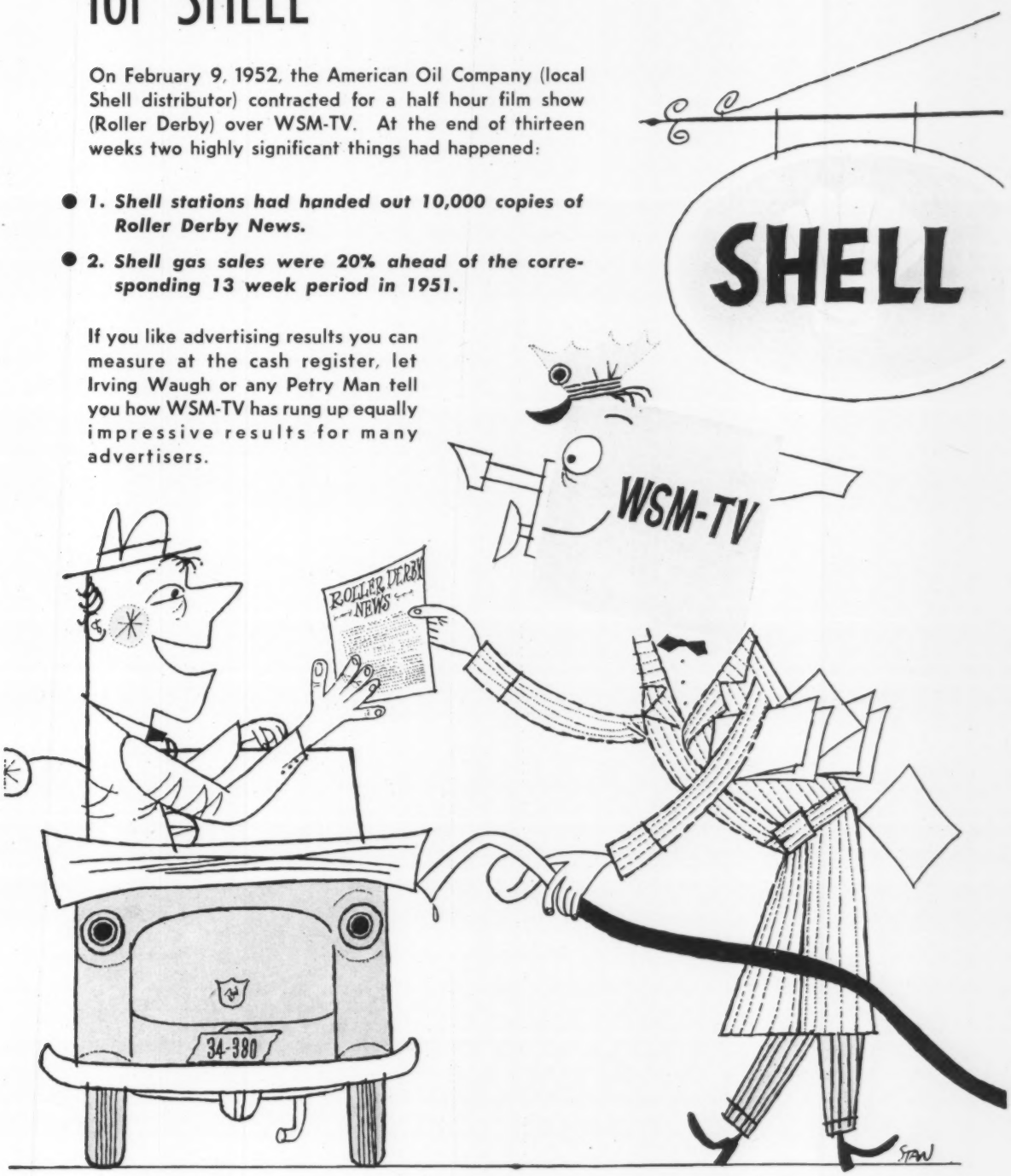
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WSM-TV pumps up 20% sales increase for SHELL

On February 9, 1952, the American Oil Company (local Shell distributor) contracted for a half hour film show (Roller Derby) over WSM-TV. At the end of thirteen weeks two highly significant things had happened:

- ***1. Shell stations had handed out 10,000 copies of Roller Derby News.***
- ***2. Shell gas sales were 20% ahead of the corresponding 13 week period in 1951.***

If you like advertising results you can measure at the cash register, let Irving Waugh or any Petry Man tell you how WSM-TV has rung up equally impressive results for many advertisers.



Nashville WSM-TV Channel 4

TV Grants and Applications

(Continued from page 66)

rain 1,012 ft., above ground 243 ft. Estimated construction cost $397,500, first year operating cost $225,000, revenue $250,000. Studio location 88 N. Franklin St. Transmitter location Penobscot Knob. Geographic coordinates 41° 10' 58" N. Lat., 75° 52' 25" W. Long. Transmitter and antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. [For earlier application, see TV APPLICATIONS, B•T, May 5, April 21.]

MEMPHIS, Tenn.—KWEM-TV Inc. (KWEM West Memphis, Ark.), UHF Ch. 48 (674-680 mc): ERP 96.83 kw visual, 48.41 kw aural; antenna height above average terrain 458 ft., above ground 485 ft. Estimated construction cost $208,500, first year operating cost $270,000, revenue $450,000. Post Office address 229 West Broadway, West Memphis, Ark. Studio location in Memphis, Tenn., exact address to be determined. Transmitter location in West Memphis, Ark., on East Broadway (U. S. 64 at the river, 4.5 mi. east of West Memphis near west end of Mississippi River bridge at site of KWEM [AM]). Geographic coordinates 35° 08' 069" N. Lat., 90° 05' 38.03" W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Haley, Washington. Principals include President **E. D. Rivers Jr.** (99.98%), Vice President **William H. Keller Jr.** (0.1%) and Secretary-Treasurer **Hubert E. Ulmer** (0.1%). Applicant also seeks new TV stations in Valdosta, Ga. [TV APPLICATIONS, B•T, July 14], and Savannah, Ga. [TV APPLICATIONS, B•T, July 7]. City priority status: Gr. B-4, No. 188.

MODIFICATION OF CP REQUESTED

WTVT (TV) CHATTANOOGA, Tenn. —Tom Potter, UHF Ch. 43 (644-650 mc), ERP 232.174 kw visual (from 273.07 kw visual), 135.454 kw aural (from 158.56 kw aural); antenna height above average terrain 1,520 ft. (from 1,270 ft.), above ground 392 ft. (from 139 ft.). Estimated construction cost $313,500, first year operating cost $300,000, revenue $350,000. Post office address 1032 Life of America Bldg., Dallas, Tex. Studio location 948-950 East Third St. Transmitter location 1.57 mi. from Tennessee-Georgia boundary line on Lookout Mountain Scenic Highway near hotel (from atop Lookout Mountain near incline station). Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. [See TV GRANTS, B•T, Aug. 25.]

EXISTING STATIONS

Change in ERP & Antenna Height

WJZ-TV NEW YORK, VHF Ch. 7, ERP 110 kw visual, 55 kw aural; antenna height above average terrain 1,378 ft., above ground 1,465 ft. Estimated cost of new transmitter and installation $250,900. (Change from ERP 16.3 kw visual, 8.15 kw aural.)

WKTV (TV) UTICA, N. Y., VHF Ch. 13, ERP 15.8 kw visual, 7.9 kw aural. (Change from ERP 25 kw visual, 12.5 kw aural.)

WTAR-TV NORFOLK, Va., VHF Ch. 3, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 759 ft., above ground 805 ft. Estimated cost of new tower about $200,000. (Change from antenna height above average terrain 367 ft., above ground 400 ft.)

SPECTRUM UNITY

Hyde Discusses UHF, VHF

UHF AND VHF television are indivisible, FCC Comr. Rosel H. Hyde told a luncheon meeting of the Institute of Radio Engineers and the West Coast Electronic Mfrs. Assn. at Long Beach, Calif., Aug. 29 [AT DEADLINE, Sept. 1].

"The UHF channels form an integral and essential part of what is just one TV allocation plan," he said. "UHF channels are not set up as an adjunct to another and different allocation. It takes the combined use of channels in both bands to provide a sound basis for the development of a strong, healthy, competitive, multi-station system. Neither UHF nor VHF alone would provide adequate facilities." Mr. Hyde added:

". . . Every purchaser of a new TV set is entitled to a set providing complete TV service. And, a set which is not designed for UHF reception does not offer complete TV service."

In a run-down on the reasons why the FCC adopted the final TV allocation plan in the form it did, Mr. Hyde gave five points as the basis. The plan provides, he said, for:

(1) Efficient use of the spectrum.
(2) TV service to all areas of the U. S.
(3) Proper distribution of non-commercial, educational channels.
(4) Settling Canadian and Mexican border assignments without the necessity of negotiating for each operation within 250 miles of the U. S. northern and southern borders.
(5) Administrative necessity. Otherwise one application could have conceivably affected hundreds of others involving "areas as large as the whole northeastern United States as far south as South Carolina and as far west as Nebraska and Minnesota."

Fact that the FCC allocated channels throughout the U. S., Mr. Hyde said, should conduce to an orderly, speedy and less costly processing of applications.

NETWORK SIZES

TV To Be Smaller—Arnoux

TELEVISION networks will be much smaller than radio networks, Campbell Arnoux, WTAR-TV Norfolk, member of the NARTB TV Board, told broadcasters at two West Coast NARTB district meetings. He predicted each TV network, of economic necessity, "may eventually shake down to 75 interconnected stations."

Mr. Arnoux represented the TV Board at the District 17 meeting Aug. 29 at Portland, Ore. [B•T, Sept. 1], and at the District 15 meeting Friday in San Francisco. He conducted television clinics at the two meetings and will head a similar panel Tuesday at the District 16 meeting at Coronado, Calif.

Importance of "a strong local business" for TV stations was pointed out by Mr. Arnoux, referring to the limited size of networks. He added that national spot and local may have to do the entire job of financing many TV stations.

Minimum of 50,000 homes is essential in placing a TV station in a community, he said, provided there is no competing TV outlet in the same locality.

WTAR-TV, with network service, gets 33% of total sales from local business and 31.5% from national spot, Mr. Arnoux said. He urged those planning TV outlets to prepare a live programming since "a considerable part of your local revenue will come from preparing programs, using popular local entertainers."

Mr. Arnoux advocated versatility among staff employes, opposing complete separation of radio and television personnel as "an expensive luxury."

WTAR-TV has not hired any employes from other TV outlets, he said, describing how personnel were trained by the station and competent graduates were given positions.

In series of resolutions adopted at final session of 17th District, delegates condemned rate-cutting as "destructive"; supported NARTB effort to secure amendment of FCC operator requirements due to improved equipment and scarcity of technicians; urged strong NARTB membership campaign and expanded field solicitation; lauded participation of Mr. Arnoux, NARTB officials and H Quenton Cox, KGW Portland, District 17 director.

Members of the Resolutions Committee were C. O. Chatterton, KWLK Longview, Wash., chairman; Joe Chytil, KELA Centralia, Wash.; Harry H. Buckendahl, KOIN Portland.

Rawls Leaves ABC

RICHARD RAWLS has resigned as ABC manager of TV stations relations to pursue his plans for becoming operator of a TV station. Network has not yet named a successor.

they came! they saw! they BOUGHT!

TOM SCHROEDER AGENCY
Advertising Counselor
Cor. Hendrie and Grandy Ave.
Detroit 11, Michigan

April 18, 1952

Mr. Robert D. Thomas
WBNS-TV
33 N. High Street
Columbus 15, Ohio

Subject: Nicolay-Dancey, Inc.
"Western Roundup"

Dear Bob:

If ever you have need for a testimonial on the effective powers of WBNS-TV as a promotional medium ... we'll be able to provide you a dandy. Needless to say ... "an honest one at that!"

It isn't very often that an audience can be so taken with the presentation of a sales promotion that immediately following the close of the announcement they gather to close upon our distributors' trucks as they make their routine deliveries. This is just exactly what is happening, and the net result ... 10,000 harmonicas have been disposed of in one week's time. As you know, yours has been the only media of advertising the account is using.

All in all, we never have been able to come across an organization so embedded with the spirit of cooperation as that found at WBNS-TV.

Sincerely,
TOM SCHROEDER AGENCY
Arnold R. Pegler

ARP/dk

CBS

you can see the difference on WBNS-TV

WESTERN ROUND-UP
One of WBNS-TV's powerful sales-pulling daily programs that draws such voluntary letters as the one reprinted here. Your products too, will know a sales volumn increase beyond your fondest hopes on the top-rated Western Round-Up program... 4:45 to 6:00 P.M.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

TV PROMOTION
Used for L. A. Movies

FOLLOWING the trend, independent movie producers and major studios are using TV to promote and advertise new and revived films in the Los Angeles area.

Latest is Joseph Kaufman, producer of the RKO feature film, "Sudden Fear," with eight one-minute and four 20-second TV trailers, budgeted at $10,000.

Republic Productions has started a radio-TV campaign to herald "The Quiet Man." One 53-second and two 43-second trailers plus live guest appearances on both media are scheduled.

For Stanley Krammer's production, "High Noon," the $10,000 budget was divided between video and newspapers.

John I. Edwards & Assoc., Los Angeles, scheduled TV trailers and 20-second spots on KLAC-TV and KTTV (TV) in a 10-day saturation campaign. The film completed its first week with an estimated $53,500, compared to its runner-up, "Affair in Trinidad," a reported $29,300.

LANDIS ELECTED
Named to Skiatron Board

ELECTION of James M. Landis, prominent attorney and former government official, to the board of directors of Skiatron Electronics & Television Corp. (Subscriber-Vision) was announced by Skiatron's President Arthur Levey, last Tuesday. Mr. Landis has been serving as special counsel to the firm.

The election of Mr. Landis, formerly with the SEC, OCD, CAB, FTC, the War Department and National Power Policy Commission, is pegged to prospective Skiatron developments.

With FCC approval, the firm hopes to begin public tests in the homes of 300 individual subscribers in New York and will call on his "invaluable advice and counsel," Mr. Levey announced.

Thus, Mr. Landis joins J. R. Poppele, vice president of WOR-TV New York and MBS director, as another prominent figure elected to the Skiatron board in recent months. Subscriber-Vision is a form of subscription "pay-as-you-see" television.

Bendix Series

COMPROMISE is underway by NBC and RKO Radio Pictures to make the proposed TV version of *Life of Riley*, starring William Bendix, available for sponsorship. Series was to have been combination live and film because of Mr. Bendix' motion picture commitments with RKO. Network has learned since that a clause in the studio contract prohibits the re-releasing of any TV films after one showing.

film report

Sales . . .

United Artists weekly syndicated TV film program, *Sports Parade*, is now being seen in 35 television markets. Main sponsorship is by **Bristol-Myers Co.**, New York (Vitalis), through **Doherty Clifford & Shenfield Inc.**, New York; program also is sponsored locally in three cities: In Pittsburgh, by the **Rolling Rock Beer Co.**, through **Wiltman & Callahan Adv. Agency**; in Louisville, by **Oertels "92" Beer**, through **Kopmeyer Adv. Agency**, and in Seattle by **Gaines Dog Food**, through **Benton & Bowles.**

* * *

Revue Productions, North Hollywood, Calif., is filming the half-hour TV adventure series, *Biff Baker, U.S.A.*, for **American Tobacco Co.**, New York (Lucky Strike cigarettes), which starts Nov. 6 on CBS-TV. Starring **Alan Hale Jr.**, originally under contract to William F. Broidy Productions for *Trail Blazers* TV film series, Revue has cast him as a blustering American travelling abroad. **Randy Stewart** portrays his wife, with **Aram Katcher** the featured villain. **Richard Irving** directs. Agency is BBDO, New York.

Distribution . . .

Major Television Productions Inc., Culver City, has acquired TV distribution rights to two Gabriel Pascal feature films, "Pygmalion" and "Major Barbara," based on **George Bernard Shaw** plays. Former stars **Leslie Howard** and **Wendy Hiller. Rex Harrison, Robert Morley** and Miss Hiller are featured in the latter.

* * *

Sherman Price, sales manager of the **Princeton Film Center's** New York office, appointed director of distribution with offices at the Film Center's Princeton, N. J., headquarters. **Gordon Knox**, president of the Film Center, said that Mr. Price's department will develop national distribution of television programs specially produced on film by the Film Center. Its first TV program, titled *Norman Brokenshire, The Handy Man*, now is being released.

* * *

PSI-TV Inc., producers and distributors of TV film programs, announces opening of new offices at

(Continued on page 88)

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV *Atlanta*
owned by Broadcasting, Inc.

WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

CBC SPONSORS

All Canadian Programs Seen

CANADIAN advertisers with Canadian programs will likely be the only commercial shows on CBLT (TV) Toronto, when the station goes on the air today. Negotiations with NBC and CBS on possible use of four U. S. originations for sponsorship by Canadian subsidiaries of the American sponsors broke off [B•T, Sept. 1]. Only other commercial business on CBLT will be a number of 20-second flashes and one-minute announcements.

Canadian sponsors have no firm commitments for programs and no contracts have been signed as yet, it was understood, because Canadian Broadcasting Corp. commercial department had no contracts ready as late as one week ago.

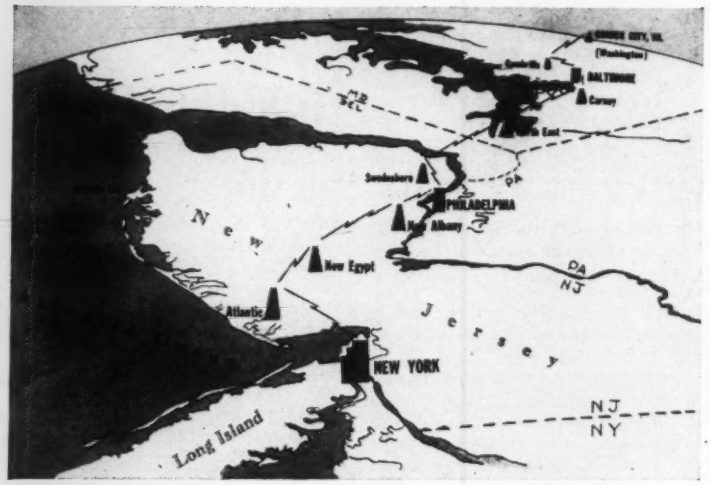
Due on the air this week are a half-hour variety show on Tuesday, sponsored by Addison Industries Ltd., Toronto (electrical appliances), throgh F. H. Hayhurst Co., Toronto; British American Oil Co., Toronto, with either 15-minute or half-hour sports program, through James Lovick Ltd., Toronto; Canadian Industries Ltd., Montreal (paints, chemicals), with hour musical through Cockfield Brown & Co., Toronto, and Canadian General Electric, Toronto, *Your Host* program simulcast through MacLaren Adv. Ltd., Toronto.

Later in the month, Maple Leaf Milling Co., Toronto, will sponsor a one-hour variety show, and Ford Motor Co. of Canada, Windsor, will air monthly 90-minute drama, both through Cockfield, Brown & Co.

The national spot advertisers, having 8, 20 or 60 second announcements, are Imperial Tobacco Co. Ltd., Montreal, through Cockfield Brown; Salada Tea Co. of Canada Ltd., Toronto, through Thornton Purkis Ltd. Toronto; W. C. Macdonald Tobacco Co. Ltd., Montreal, through Harold F. Stanfield Ltd., Montreal; Moffats Ltd., Weston, Ont. (stoves) through E. W. Reynolds Ltd., Toronto; People's Credit Jewelers, Toronto, through MacLaren; Canada Bread Ltd., Toronto, through James Lovick; Post Office Dept., Ottawa, through Walsh Adv. Ltd., Toronto., and Bulova Watch Co., Toronto, through MacLaren. Local advertisers are Consumers Gas Co., Toronto, through Locke, Johnson & Co., Toronto; and Capital Television, Toronto, through O'Neill, Larson & MacMahon Toronto.

Color Glossary

WORKING definitions for color television have been compiled by Panel 19 of the National Television System Committee, it was announced last week by Dr. W. R. G. Baker, General Electric Co. vice president and NTSC chairman. The technical terms, common agreement on which will aid development of color television, were approved for publication by NTSC at its August meeting. NTSC is continuing its work toward development of a compatible color TV system and plans eventually to seek FCC approval of such a system [B•T, Sept. 1].



NEW "direct" chain of radio-relay stations from New York to Washington is shown in this artist's conception, looking south. Antennas were mounted on telephone buildings in New York, Philadelphia, Baltimore and an existing radio-relay tower at Garden City, Va. New towers were erected at Atlantic, New Egypt and Swedesboro, N. J., and at North East, Carney and Gambrills, Md.

CANADA'S STUDIES

Paper Comments on CBC-TV

CANADA'S studies of television, prior to actual operation, are incomplete because they do not show "how to make TV pay without government subsidies such as loans and license fees on individual sets," the *Buffalo Evening News* (WBEN-TV) states editorially.

Noting that in the last 30 months the Canadian government has handed Canadian Broadcasting Corp. $8 million, the *News* said most of the money spent will provide facilities in Toronto, Montreal and ottawa. It said National Revenue Minister McCann "gagged" at a request for another $7 million for Vancouver, Winnipeg, Windsor, London, Hamilton, Quebec and Halifax.

The *News* said the new Toronto station will have a ready-made audience developed by WBEN-TV "which in somebody's judgment justifies a rate of $1,600 an hour for an expected 45,000 receivers in early September as against WBEN's $700 rate for 275,000-odd receivers in this area—Canada not included."

Strike for Play

SCREEN Writers Guild four-week-old strike against Alliance of TV Film Producers didn't catch video writer Betty Mears napping. She used the time to complete a three-act stage farce, "Hot Air." Based on the TV industry in Hollywood, the play concerns itself with the role of the creative artist. It is to be tried out at Palm Desert Little Theatre, Palm Desert, Calif., the week of Oct. 16. A proposed Broadway production of the show is being discussed.

GOP GROUP SUED

UP Photographer Cites TV

TELEVISION is involved in a $250,000 suit filed by Stanley Tretick, a United Press photographer, charging assault and "mortification" during the Republican National Convention in Chicago last July.

Mr. Tretick claimed, in a suit citing the GOP National Committee and filed in U. S. District Court, that his injuries were aggravated by telecast of the incident to 70 million viewers, and by newspaper publication of a picture of the incident.

The UP photographer said he was accredited to the convention but, he charged, was slugged by an alternate delegate from Indiana while on the floor of the International Amphitheatre. Instead of apologizing, he asserted, the Republicans adopted a resolution banning newsmen and photographers.

FILM EQUIPMENT

Ordered for Paramount Labs.

EMPHASIZING TV requirements, 16mm printing and developing equipment totaling $150,000 has been ordered for Paramount Labs., Hollywood.

G. Carleton Hunt and Hans De Schulthess, partners of Unicorn Theatres Inc., San Francisco, purchased the property for $550,000, May 26 [B•T, June 9], to process 16mm and 35mm film for video and motion pictures. Minimum of $300,000 is planned in 1953 for basic color television equipment, according to Mr. Hunt. Plant's capacity for processing of 35mm film now exceeds 3 million feet per week with 38 film storage vaults able to handle 38 million feet.

CBS-TV PACIFIC

Regional Network Formed

FORMATION of a new five city CBS Television Pacific Network was announced Wednesday by Wilbur S. Edwards, general manager of KNXT (TV) Hollywood. It includes KPIX (TV) San Francisco, KFMB-TV San Diego, KSL-TV Salt Lake City, KPHO-TV Phoenix and KNXT.

Inaugural program is the *Harry Owens Show*, sponsored by United Airlines starting Oct. 6. Agency is N. W. Ayer & Son, Los Angeles.

Named general manager of the tri-state western TV network, Mr. Edwards declared that for the first time more than 75% of the people in California, Utah and Arizona will be brought within the range of a single TV service.

"The CBS Television Pacific Network offers outstanding advantages to advertisers as merchandising easily can be coordinated and programs can be tailored to a western audience," he said, adding: "The full resources of CBS Television in Hollywood will also be available for production. In addition CTPN will provide national advertisers with a valuable testing ground for coast-to-coast programming."

The newly formed regional network will be represented nationally by CBS Television Spot Sales.

WHEN (TV) SITE

Transmitter Is Moved

TRANSMITTER and other equipment of WHEN (TV) Syracuse, N. Y., were moved out of the city to a new location Aug. 31 without "a moment's air time lost," the station has reported. Station is licensed to Meredith Syracuse Television Corp., operating on Channel 8 (180-186 mc) with 27 kw visual, 13 kw aural.

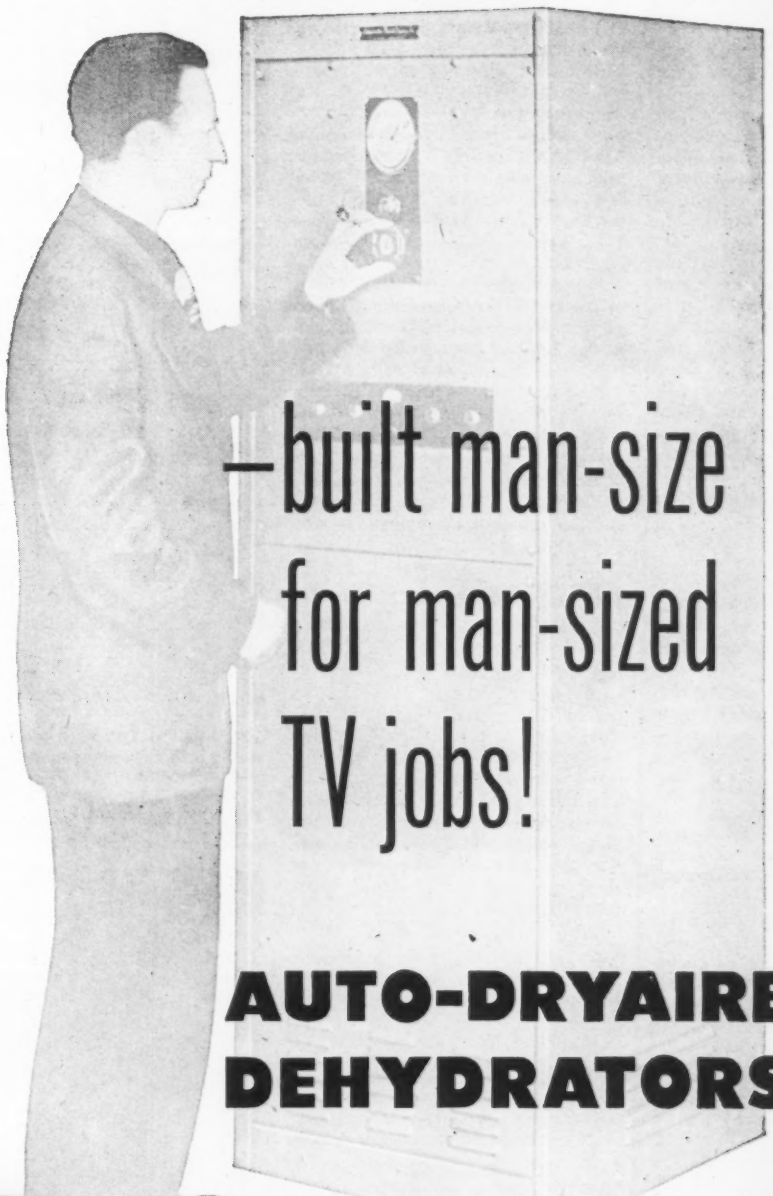
Move put into effect a plan developed some months ago by Paul Adanti, WHEN (TV) vice president, and H. Eugene Crow, chief engineer. Transfer of equipment began immediately following station's signoff Sunday at 12:22 a.m. Less than 11 hours later—at 11:17 a.m.—WHEN (TV) was operating from its new site at Sentinel Heights, nine miles from the old transmitter location.

WHEN (TV) will operate with 21 kw from a temporary 100-ft. tower prior to commencement of 50 kw about mid-November. The move gives the station an elevation of 1,000 ft.

Oklahoma-Texas Cable

NEW coaxial cable between Oklahoma City and Amarillo was placed into telephone service Sept. 1. The 270-mile, six-tube cable, operated jointly by Long Lines Dept. of AT&T and Southwestern Bell Telephone Co., will have four tubes equipped initially, two for telephone service and two for protection and maintenance.

XUM



—built man-size for man-sized TV jobs!

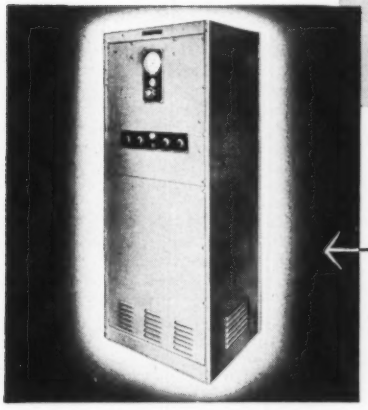
AUTO-DRYAIRE* DEHYDRATORS

MODEL 105-507

AUTO-DRYAIRE* DEHYDRATOR

SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below —40° F.
- Floor model—26" W x 22" D x 66⅞" H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  40,000 ft. 1⅝" Transmission Line.
  10,000 ft. 3⅛" Transmission Line.
  3,500 ft. 6⅛" Transmission Line.



MODEL 105-507 is fully automatic—this particular unit delivers 3 CFM. There are many others in the complete family of Auto-Dryaire* Dehydrators having characteristics to meet all requirements—standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.

For performance plus, specify the following products of our manufacture: SEAL-O-FLANGE* TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE, LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.

*REGISTERED TRADE MARK

Communication Products Company, Inc.

MARLBORO, NEW JERSEY — Telephone: FReehold 8-1880

WFOX QUERY
TV in Milwaukee?

"WHAT about TV in Milwaukee?" —this and other questions are raised by WFOX Milwaukee, a television station applicant, in a recent full-page advertisement appearing in the *Milwaukee Sentinel* and signed by President-General Manager C. J. Lanphier.

Using the radio outlet's sixth anniversary as a springboard, Mr. Lanphier also posed these queries: (1) What is WFOX doing about TV? (2) How long do we have to wait for another TV station here? (3) What is holding it up?

The station executive explained FCC has allocated only one additional VHF channel, and that WFOX was the "first" applicant in Milwaukee after WTMJ-TV. TV could be on the air within 30 days of a grant but "it may be a matter of years," he observed.

Mr. Lanphier added that Milwaukee is in the FCC's B-4 priority category and that WFOX has questioned whether the Commission has acted "illegally" by refusing to give preference to applicants who went through hearings before the freeze. WFOX filed its TV application March 18, 1948—six months before the freeze.

WAAM (TV) Facilities

ADDITION of new studio and control room facilities for production and rehearsal of local programs was announced last week by WAAM (TV) Baltimore. The new studio, some 400 sq. ft. in area, will have facilities for three camera chains and four microphone outlets. The new control room was custom-designed by Ben Wolfe, WAAM director of engineering, and Glenn Lahman, WAAM chief engineer.

Western Reserve U.

EXPANSION of its courses telecast was announced last week by Western Reserve U., Cleveland. The university will add a series of eight weekend non-credit telecourses to its regular offering of two three-hour subjects on WEWS (TV) Cleveland during the winter and spring semesters.

PR'S VIDEO ROLE
Article Outlines Services

"WHAT TV Wants From PR" is the title of an article by Lawrence McCracken, director of radio-TV, Dudley, Anderson & Yutzy, N. Y., which was published in the August issue of *Public Relations Journal*. Gist of the article is that public relations people can save TV time and money and it is worth the time of those connected with the TV industry to listen to their suggestions.

Points made by Mr. McCracken in his article are based on a series of interviews with TV executives to determine what service they expect from the public relations field.

Mr. McCracken urges PR men to lend TV a helping hand by providing stations with personalities for guest appearances as well as news material. Author also suggests that public relations people assume greater responsibility for good taste in a firm's advertising.

KPRC Center On TV

TELEVIEWERS in Houston got a first-hand preview of the KPRC-AM-TV's new $400,000 Radio-TV-Center fortnight ago. Viewers were taken on a tour of the new facilities which will be ready for occupancy shortly after Jan. 1. New site is six blocks north of the present building (Lamar Hotel) and is on the west side of Post Oak Rd. New center will house all operation and administration under one roof. Conducting TV tour were Paul Huhndorff, KPRC-TV chief engineer who helped design building; Herbert Voelcker, of Herbert Voelcker & Assoc., architectural firm; and Earl Gilbert, member of firm. Telecast was beamed to present studios by remote equipment.

UN Coverage

SEVENTH SESSION of the UN General Assembly, starting in New York Oct. 14, will be covered by NBC-TV daily from 11 a.m.-12 noon and by CBS-TV with daily pickups. Times are not definite. ABC-TV and DuMont are considering coverage. Likelihood is that network UN pickups will be available for sponsorship.

COMPLETING sponsorship details of Big Seven grid games on WHB Kansas City, Mo., are (l to r) Larry Ray, WHB sports dir.; John G. Gaines, pres., John G. Gaines & Co., Hallicrafter dist., sponsor, Jack Sampson, WHB rep., Jack Gaines, Gaines sls. mgr.

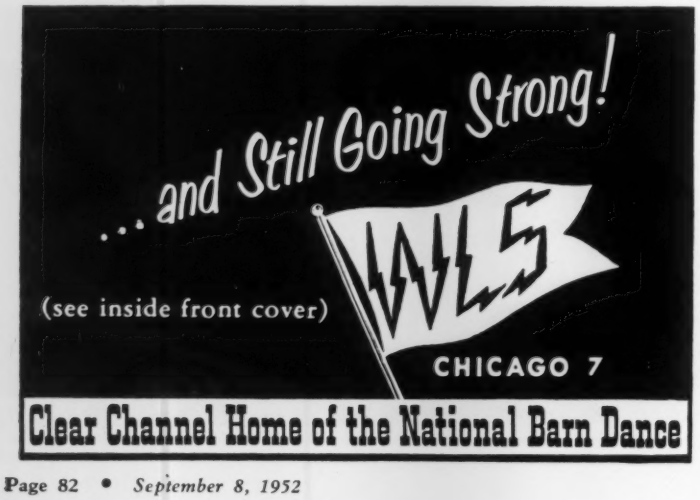
EDWARD MEEHAN (l), owner-pres. Meehan Motors, signs for Notre Dame gridcasts over WERE Cleveland. Others are (l to r) Len Trostler, WERE slsmn., and Richard M. Klaus, WERE gen. mgr.

EMPIRE Savings, Bldg. & Loan Assn., takes Colorado U. gridcasts on KLZ Denver. L to r: Glen Perkins, KLZ; George Bakewell, MacGruder-Bakewell-Kastka Adv.; Berry Long, KLZ, and Bal Swan, Empire Savings.

JERRY SCHARER (l), gen. sls. mgr., Star-Kist Tuna Fish Co., signs for Arthur Godfrey daytime show on CBS Radio Tues.-Thurs. and alternate Fridays. Looking on are Robert Davis (c), owner, Rhoades & Davis ad agency, and John Karol, CBS Radio v. p. for network sls.

COMPLETING arrangements for Burkhardt Brewing Co. of Akron, sponsor, *Front Page News*, on WTAM Cleveland are (seated, l to r) William Dix, WTAM sls. mgr.; Tom Field, newscaster; standing, Ralph Failor, Fuller & Smith & Ross, and Gus Burkhardt, sponsor e. v. p.

COCA-COLA Bottling Co. of Memphis sponsors U. of Mississippi football on WMC and WMC (FM) that city this fall. Contract signers are (l to r) Howard McKenzie, bottling firm; Jeff Hamm, university bus. mgr.; Early Maxwell, Early Maxwell Assoc.; Earl Moreland, stations' coml. mgr.



RTMA PUBLICITY

New Unit to Organize

RADIO and TV set manufacturers will set up an enlarged publicity and sales promotion unit when members of Radio-Television Mfrs. Assn. hold a three-day meeting Sept. 17-19 at Roosevelt Hotel, New York.

James D. Secrest, RTMA general manager, said formation of a new Public Relations & Advertising Committee will be a highlight of the meeting. The new committee will replace the Advertising Committee. It is scheduled to organize Sept. 17 and to discuss plans to expand public relations activities of set makers, coordinating publicity and advertising activity.

A score of group sessions will be held the first two days of the New York meeting, culminating the third day with a meeting of the RTMA board at which Chairman A. D. Plamondon Jr. will preside.

Meeting of the Television Committee, headed by W. R. G. Baker, General Electric Co., is scheduled the second day. A separate meeting of the Technical Products Div. Executive Committee will be held Sept. 12 at Absecon, N. J.

Tentative schedule of section and committee meetings follows:

Sept. 17—Morning: Antenna Section, Parts Div.; Ceramic Capacitor Section, Parts Div.; Phonograph Cartridges & Pickups Section, Parts Div.; organization meeting of Public Relations & Advertising Committee; Service Committee; Wire Section, Parts Div. Afternoon: Amateur Radio Activities Section, Parts Div.; Phonograph Industry Conference; Service Committee; Speaker Section, Parts Div.

Sept. 18—Morning: Amplifier & Sound Equipment Div. Executive Committee; Parts Div. Executive Committee and Section Chairmen; Set Div. Executive Committee & Educational TV Committee; Tube Div. membership meeting; Walsh-Healey Subcommittee. Afternoon: Industrial Relations Committee; Tax Committee; Television Committee; Membership Promotion Committee; Finance Committee.

Sept. 19—Morning: Board of Directors. Board luncheon.

IN REVIEW . . .

Program: Where Was I?, WABD (TV) New York and the DuMont Television Network.
Time: Tuesday, 9-9:30 p.m. EDT.
Sponsor: Wine Corp. of America, manufacturers of Mogen David Wine.
Agency: Weiss & Geller Inc.
Cast: Dan Seymour, emcee; Peter Donald, Nancy Guild, David Ross, panelists.
Co-producers: White and Rosenberg.
Writers: Herb Sargent and Stanley Burns.
Director: Harry Coyle.

QUIZ panel shows are finding a place, however tenuous, in the regular programming in television nowadays. An advertiser, who apparently enjoys such programs, is the maker of Mogen David Wine. Last Tuesday, the firm saw its latest quiz effort, called *Where Was I?*, debut on the DuMont Television Network.

Like other programs of this type (they are deadingly similar), there is a moderator or host, and members of a hopefully erudite panel. In *Where Was I?* the moderator is Dan Seymour, the shows more and more are going in for the John Daly type; the panelists, Peter Donald of radio fame, Nancy Guild (pronounced as in Dial), a screen star, and David Ross, whose orchestra talent is well known to radio and TV audiences.

The format of this show is just a twist to each of the ingredients which usually are put in the quiz recipe. A photograph is flashed on a large screen directly behind the panelists, who fortunately don't turn around until (oh-mi-gosh-so-that-was-it) the picture is identified correctly. A guest who sends in the photograph, is questioned by the panelists (cite *What's My Line?*).

One guest, a photographer's model, who wistfully asked "Where was I?" was settled smilingly in a bubble bath—in the photograph that is. Another picture was a photo of the guest and his wife at their wedding in the Bronx 13 years ago. That makes for oh so much fun—for the panelists.

While all these pictures were flashed on the screen and questions like, "Is it east of the Mississippi?," came knowingly from the panelists, Joey Adams, the well-known comic and author of sorts, who made a guest appearance, brightened up the give-and-take with some humorous observations. It also gave each of the participants on the panel a chance to recall that "If I know Joey, I'd say that . . ." Aside from knowing Mr. Adams, the panelists fortunately were able to prod the answer (Mr. Adams and wife riding a camel in Palestine) with friendly assists from Mr. Seymour, like "That's almost right . . ." or "You're close . . . very warm . . ."

A refreshing interlude was the commercial where one learned that wine is still a delightful part of the gourmet's dinner table.

For all intents and purposes this reviewer waited patiently for the Detroit Lions vs. New York Giants professional football game which DuMont thoughtfully provided immediately following the close of *Where Was I?* Which is a good question: This reviewer had a living room seat on the 50-yard line. The game was great.

SHEEN PLANS

Drops Radio Role For TV

BISHOP Fulton J. Sheen has decided not to appear in his customary role of speaker on the *Catholic Hour* radio program (NBC Sunday, 2-2:30 p.m. EST) this coming season. A spokesman at his New York office Wednesday said that Bishop Sheen "preferred to give all his time to television" and explained that his duties have become too demanding for appearances on both radio and television.

The *Catholic Hour* is presented under the auspices of the National Council of Catholic Men and the program has been on the air for 23 years with Bishop Sheen appearing annually from January through Easter. A spokesman for the organization expressed the hope that Bishop Sheen's decision "isn't final and that he will reconsider."

An article in the *New York World Telegram & Sun* on Wednesday reported that while Bishop Sheen was in Europe, Gen. David Sarnoff, board chairman of RCA, and Milton Biow, president of the Biow Agency, approached the prelate regarding a television show to be sponsored by a cigarette firm over NBC-TV. Spokesmen at NBC, RCA and Biow denied that there was any truth to the report, while officials of the Society for the Propagation of the Faith, of which Bishop Sheen is national director, said that no comment could be made until the Bishop returned to New York this week.

RATE TRENDS

KBA to Discuss Oct. 13-14

TRENDS in the network rate situation will be discussed by Kentucky Broadcasters Assn. at the annual fall meeting to be held Oct. 13-14 at the Henry Clay Hotel, Ashland. Victor Sholis, WHAS Louisville, who has been active in the CBS Radio negotiations, will address the opening day luncheon on network rate trends.

The first day's agenda opens with a business meeting. The afternoon will include a sales clinic with W. T. Isaac, WHIR Danville, as panel chairman. Taking part will be Miller Welch, WLAP Lexington; Parker Smith, WKYW Louisville; Richard H. Goodlette, WKIZ Hazard, and W. Prewitt Lackey, WPAD Paducah.

Officers for 1953 will be elected at the morning session of the second day. Speakers at the luncheon will be Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder Jr., WCHS Charleston, W. Va., president of West Virginia Broadcasters Assn.

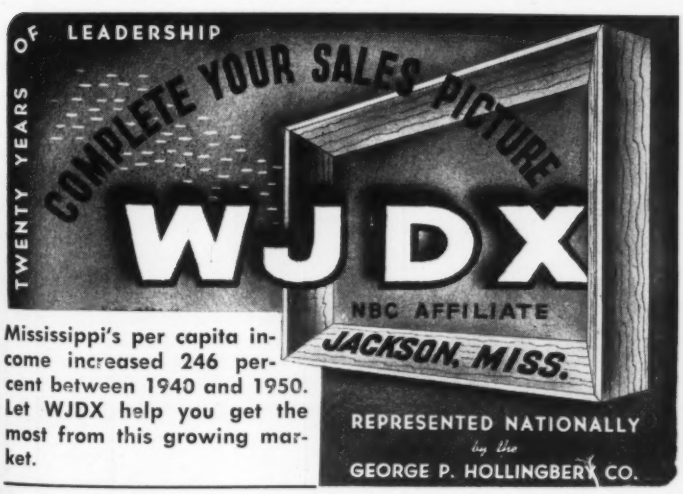
Program clinic will feature the second afternoon, with Jean Clos, WKLO Louisville, as chairman. Other members will be J. Scott True, WFTM Maysville; Richard Martin, WCMI Ashland; Sam Livingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington.

Ever Get That "Tired" Feeling?

Take a tip from little Bismarck —you'll sleep like a baby if you've put KFYR to work, selling families with the 4th highest buying power in the nation* . . . in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair



Mississippi's per capita income increased 246 percent between 1940 and 1950. Let WJDX help you get the most from this growing market.

MYRON C. LECKNER

Succumbs at St. Petersburg

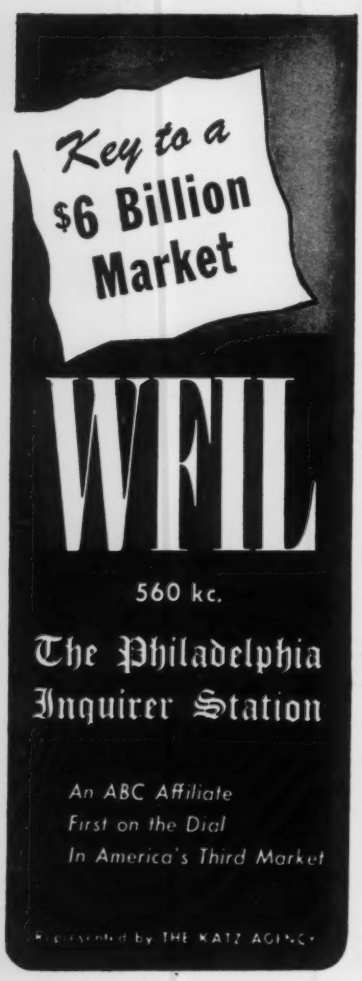
MYRON COLVER LECKNER, 67, former vice president and director, McCann-Erickson Inc., New York, died Aug. 31 at St. Petersburg, Fla., after a long illness.

In 1911 Mr. Leckner entered the advertising business as a salesman for Curtis Publishing Co. In 1922 he joined George H. Batton Co., where he stayed six years before joining Butterick Publishing Co. as vice president and advertising director. He rejoined Curtis in 1933 as associate editor of *Ladies' Home Journal*. In 1936 he joined McCann-Erickson as a client contact executive and became a vice president and director of the agency before his retirement in 1947.

Surviving are his wife and three children.

AFA Contest Judges

THE FOLLOWING five have accepted appointment by Elon G. Borton, president of Advertising Federation of America, as judges of the organization's 1953 national essay contest for high school students: Felix W. Coste, vice president, Coca-Cola Co.; John P. Cunningham, Cunningham & Walsh; Mrs. Beatrice Blackmar Gould, editor, *Ladies Home Journal;* D. C. Marschner, Shell Oil Co., and Dr. Glenn N. Merry, professor of marketing, New York U.



allied arts

DANIEL G. SCHUMAN, assistant treasurer, Stromberg-Carlson Co., Rochester, elected controller.

DR. GEORGE W. BROWN, Rand Corp., Santa Monica, and visiting professor of engineering and mathematics at UCLA. to International Telemeter Corp., L.A., as engineer.

F. CLEVELAND HEDRICK Jr. resigns from Pierson & Ball, Washington, D. C. law firm. Mr. Hedrick opens own law offices at 1025 Connecticut Ave., N. W., that city. Telephone is National 5923.

NEIL T. REGAN, Chicago public relations man, appointed public relations counsel for Hallicrafters Co., same city.

AUFFORD-KELLEY Co., Miami, appointed by CBS-Columbia Inc. as Southern Florida distributor for firm's television receivers.

WARREN LEWIS, director, NBC Radio, Hollywood, to Don Sharpe Enterprises, that city, as general supervisor of radio-TV programs.

DR. KENNETH HARWOOD named head of U. of Alabama radio department.

HY BLOOM, N. Y., appointed regional sales representative for Pilot Radio Corp., that city, in New England states and Pennsylvania. **WALTER J. BRAUER** & Assoc., Cleveland, will represent firm in Ohio, Kentucky and Pennsylvania east of Harrisburg; **FRED HAIGHT,** Seattle, in Washington, Oregon, Montana and Idaho; **CONRAD R. STRASSNER** Co., L.A., in California, Utah, Nevada and Arizona, and **MEL PEARSON** & Assoc., Denver, in Wyoming, Colorado and New Mexico.

ROBERT P. LAMONS appointed factory representative in eastern territory for Andrew Corp., N. Y. Area covers New York, New Jeresy, Pennsylvania, Delaware, Maryland, Washington, D. C., Connecticut, Rhode Island and Massachusetts. **KARL E. STERNE** will represent firm in Maine, Vermont, New Hampshire and parts of Massachusetts.

ROBERT A. GRAEF appointed Chicago account executive, Gould, Gleiss & Benn Inc., marketing consultant firm.

Half-Year Ad Totals

DURING the first six months of 1952 advertising investments in radio totaled $83.5 million, in TV $88.7 million, in magazines $279 million and in Sunday newspaper sections $29 million, according to figures compiled by Publishers Information Bureau. Complete product-by-product advertising analysis of the 1,749 advertisers spending $20,000 or more in these four media during the period is included in "National Advertising Investments in 1952, First Six Months," now being distributed by Leading National Advertisers Inc.

Equipment . . .

GENERAL ELECTRIC TUBE DEPT., Schenectady, N. Y., announces development of ceramic-and-metal envelope power transmitting tubes rated at 660 w power output as radio-frequency amplifier in class B TV transmission service and 1,100 w in class C telegraphy service. New tube, Type GL-6183, is designed for use in VHF ranges.

ASTATIC Corp., Conneaut, Ohio, announces production of new low-priced miniature microphone, Model 54M3, employing crystal element. Unit is designed primarily for recorder, PA, conference and other uses.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of studio picture monitor, Model M-104C, using 12" prelined screen kinescope removable from front. Input signal is 1 volt peak to peak and input impedance is 470,000 ohms.

PYRAMID INSTRUMENT Corp., Lynbrook, N. Y., announces development of Amprobe "300," new pocket-size volt-ammeter with nine ranges up to 300 amps and 600 volts. Instrument is of "snap-around" type which enables user to measure current instantly without shutting down equipment or making ammeter connections.

Technical . . .

HARRY BARTOLOMEL, KROW Oakland, Calif., appointed chief engineer, KVAN Vancouver and KOOS Coos Bay, Ore., succeeding **PAUL LEAKE** who has resigned.

New Ad Course

NEW course dealing with the basic principles of advertising, "Introduction to Advertising," will be given at Hunter College's School of General Studies, beginning Sept. 23. Fifteen Tuesday evening sessions from 6:50-8:30 p.m. will be conducted under the direction of Joseph Mendell Russakoff, president, Vanguard Adv. Agency, New York, and former president of the New York League of Advertising Agencies Inc.

SUMMER SHOWS

CBS Radio to Continue Five

FIVE out of six programs launched this summer by CBS Radio will be retained in the network's fall schedule, Lester Gottlieb, CBS Radio vice president in charge of network programs, announced last week.

The shows, which will become "regulars," are:

"December Bride," Sunday, 6-6:30 p.m., EST, starting Oct. 5; "Steve Allen Show" Saturday 9:30-10:30 p.m., EST, starting Oct. 4; "Gunsmoke," Saturday, 7:30-8 p.m. EST, starting Oct. 4; "Doris Day Show," Thursday, 10:05-10:30 p.m., EST, starting Oct. 9 and "Horatio Hornblower," Friday, 9-9:30 p.m., EST, starting Oct. 3. The sixth summer program not fitted into the fall schedule is the "Frank Fontaine Show."

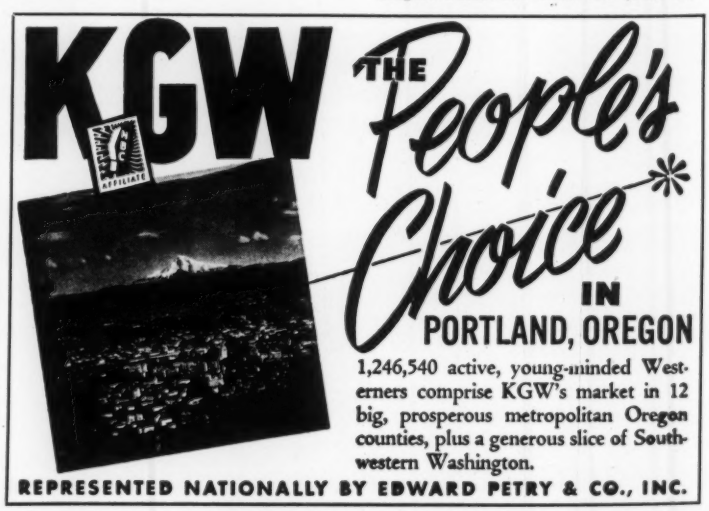
Mr. Gottlieb revealed that the commercial outlook for fall programming is "particularly bright" with sponsors taking up open time periods and renewing other programs. Among renewals listed:

"Peggy Lee Show" (Tues., Thurs., 6:30-6:45 p.m. EST) for Oldsmobile; "City Hospital" (Saturday, 12:30-12:55 p.m. EST) for Carter Products Co.; "Louella Parsons" (Tuesday, 10-10:05 p.m. EST, starting Oct. 7) for Colgate-Palmolive Peet Co.; "The FBI In Peace and War" (Wednesday, 8-8:30 p.m. EST, starting Oct. 1) for American Chicle Co.; "Mr. Keen, Tracer of Lost Persons" (Friday, 8-8:30 p.m. EST, starting Oct. 1) for American Chicle Co.; "My Friend Irma" (Tuesday, 9:30-10 p.m. EST, starting Oct. 7) for Cavalier cigarettes; "Bing Crosby Program" (Thursday, 9:30-10 p.m. EST, starting Oct. 9) for General Electric Co.

Most of the 10:30 p.m. periods have been reserved for political broadcasts until Election Day, Mr. Gottlieb reported. Westinghouse will sponsor election coverage.

Return dates of some nighttime CBS Radio shows and sponsors, as announced by Mr. Gottlieb, follow:

"Arthur Godfrey's Talent Scouts," Thomas J. Lipton Co. (Sept. 1); "Bob Hawk Show," R. J. Reynolds Tobacco Co. (Sept. 1); "Hallmark Playhouse," Hall Bros. Inc. (Sept. 7); "Lux Radio Theatre," Lever Bros. Co. (Sept. 8); "Suspense," Electric Auto-Lite Co. (Sept. 15); "Amos 'n Andy," Rexall Drug Co. (Sept. 28); "Our Miss Brooks," Colgate-Palmolive Peet Co. (Oct. 5).


KGW
ABC
AFFILIATE
THE People's Choice
IN
PORTLAND, OREGON
1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Tips on TV Operation

(Continued from page 68)

to his primary function of supervising local and national sales.

No station will make a mistake by being discriminating in its selection of sales personnel. Indeed, it is wise management that will make every effort in building toward a strong, well-balanced, permanent sales group.

There are many instances of radio salesmen making the successful transition to TV selling, but management would be in serious error if it believes the change can be effected quickly and always effectively. It can be extremely awkward for some men to enlarge their thinking to a grand scale, as they must in selling TV. Too, the old days of being finished with a sale once a contract is signed is hardly applicable to TV. In many cases I have found that the major portion of a salesman's work begins once the contract is signed!

In point of numbers our theoretical operation boasts of a sales manager and four salesmen. In my opinion this is a maximum figure for the average situation.

The most satisfactory method of compensation—from a management standpoint—is a straight salary for all concerned. Although many stations have adopted a commission plan, we felt the newness of the medium obviated adequate experience in setting up a proper basis of compensation other than the salary standard. However, since all salesmen thrive on some kind of an incentive arrangement, contests and/or bonus arrangements, have been used to mutual advantage.

Production & Programming

Again versatility, more than anything else, insures a successful production department. This is not unknown to the radio station operator who utilizes his program manager as disc-jockey, m.c. and for "running the board". The same—only more so—is true in TV. Almost without exception, the economics of the situation demand that production personnel produce, direct and appear as talent on almost all studio originated productions. Finding such personnel may well become the No. 1 bottleneck of future successful operations. Basically, a production man would be ideal if he were in his 30's, photogenic, fluent, imaginative, commercially alert with a film and radio background all built around ice-water veins. Most existing stations found these men in the radio ranks, not of choice but of necessity. In many cases it proved to be a costly and embarrassing proceedure particularly where appearance before the cameras was desired. For there are few sights as pathetic as the old radio standby turned TV, without a script from which to read.

Actually it is the man with a theatre or film-making background who blends into the operation most readily. For he has a sense of drama, a passing familiarity with staging and picture composition. However, in this hydra-head function, ability represents but one of the necessary components. For his character, or more aptly perhaps, his characteristics are of paramount importance, because in production as elsewhere myriad detail must be faced. Thorough pre-planning of every assignment with its timing, music, art-work, camera effects and associated requirements are vital, be it on behalf of a one minute announcement or a full-hour production. A working compatibility with his colleagues, long a bugaboo of the broadcasting industry insures an overall professional feeling to each presentation. This harmony removes, in part, the danger of too frequent human error, an omnipresent element in television.

For this is a business fraught with technical problems bringing with them numerous periods of operational crisis. During these periods, the need for instant and intelligent reaction to the unlooked-for problem is yet another test of a competent production man.

Not to be overlooked in the requirements is the necessity for having a physical balance within the department. Inasmuch as staff members are called upon to deliver commercials for countless local products, they must at all times be believable to the point of "looking the part". The young announcer in his 20's attempting to appear erudite on behalf of, say, a bank client, will instead appear ludicrous as he discusses with synthetic authority such mature subjects as amortizations and debentures.

As for the actual presentation, the direction and talent must ever be guided by the fact that television is the living room medium, and as such respect for the family at home must be in their consciousness. The director for his part must provide the maximum picture (closeup) wherever possible, while the talent's approach should be keynoted with naturalness and simplicity. If (although this is almost hoping for too much) in addition to these qualities he demonstrates a commercial awareness, it would be well to keep him under glass. . . . he is that valuable!

Within the frame-work of the programming department are the copywriters. In our hypothetically-sized station we would employ the services of one full-time writer plus two other individuals who double in such allied duties as sales services and traffic. (This latter department incidentally can be chaos compounded if the personnel (2) concerned are not detail minded. Paper work originating from this nerve center smacks of Army procedures, but is absolutely necessary. All departments must be advised by these means not only as to schedule changes, but the procedures to be employed by each sponsor's telecast.

Compensation of all production people should, of course, be straight salary. However, production charges on live shows should include fees to be paid staff talent. This is not only a logical, but a mutually satisfactory arrangement between talent and management to augment the income of both.

Whereas in a large station you have specialists assigned to almost every function, in production, the small station economically demands that each man be capable of filling every known assignment on any given show. To have less than that on your staff is to be burdened with a luxury most operations can ill-afford.

Programming

Telecasting on a *seven-day basis* will not only get a station off to an auspicious start from an audience standpoint, but will stimulate that high priority commercial "must", television set sales. A good starting point would seem to be an early afternoon test pattern period (for set adjustment) followed by several hours of daytime programming. This can be followed in early evening with additional test pattern time and several hours of nighttime programs ensuing until sign-off time at approximately 10 p.m.

Structurally it would be advisable to establish a programming goal much in the manner that a quota is set for sales so that the program schedule may expand naturally and in a manner approved by the viewing public. Top shows can be spotted at choice segments, to be surrounded alternately by local live programs and network shows of lesser calibre. Failure to establish a definite pattern can result in having to frequently program stellar family entertainment in a late evening segment thereby excluding the children from the show. Conversely, the pet target of television critics—the whodunits—must be programmed late at night or the consequences from an aroused and voluble group will be suffered.

Some of the best programs available are films especially made for the medium. Unfortunately the number of these quality packages is limited. Surveys indicate that these offerings can compete successfully with the best network shows.

Feature films (of dubious vintage) are held in the highest esteem. Paradoxically even when they are bad they are still pretty good. Thousands of films *circa* 1935 are available, but in such demand that most listings contain a disproportionate number of inferior product, known in the trade as "turkeys".

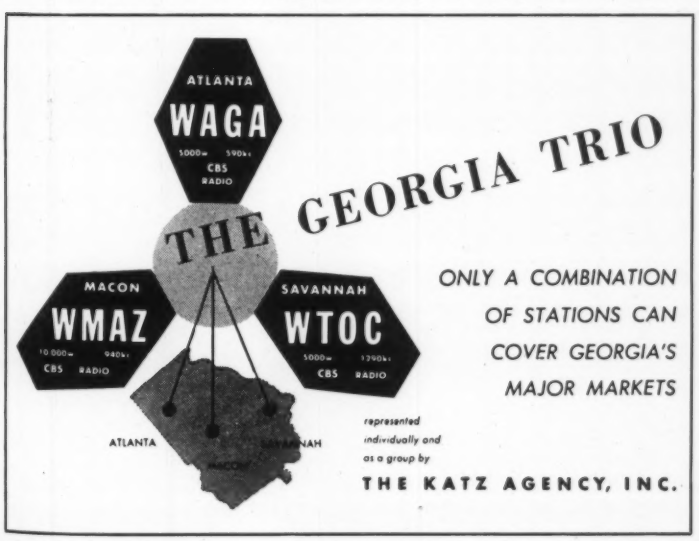
In addition to network and film

(Continued on page 87)

Ideal home for permanent tenancy! Perfect location (8:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 55% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate committments are recommended.

KMBC
of Kansas City
KFRM
for Rural Kansas

• • • 6th oldest CBS Affiliate • • •



ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THEY'RE LISTENING to one of President Harold E. Fellows' yarns at NARTB District 17 session (l to r): Lee Jacobs, KBKR Baker, Ore., NARTB director-at-large; Mr. Fellows; J. Archie Morton, KJR Seattle; Jennings Pierce, KMED Medford, Ore., Ray Baker, KOMO Seattle; C. O. Chatterton, KWLK Longview.

HANDS ACROSS the border at NARTB District 17 meeting (l to r): Les Smith, Blackburn-Hamilton; Harry R. Spence, KXRO Aberdeen, Wash.; George Chandler, CJOR Vancouver; C. W. Fisher, KUGN Eugene, Ore.; Maynard Marquardt, World Broadcasting System; Irwin S. Adams, KGON Oregon City.

* * *

Trade Agreement

NEW agreement signed by the U. S. and Venezuela provides additional tariff concessions for a number of electronic products. Marked for "new or improved" duty concessions between the two countries are radio-TV receivers and phonographs (including parts) and phonograph records. Agreement supplements a 1939 pact and will go into effect 30 days after U. S. Presidential proclamation and ratification by Venezuela.

JOHN F. PATT, president, WJR Detroit, has announced the directors have voted a dividend of 10 cents per share to be paid Sept. 12 to shareholders of record at close of business Sept. 5.

ALL-PORTLAND GROUP at NARTB District 17 meeting (l to r): Richard Brown, KPOJ; Howard Lane, KOIN; Harry H. Buckendahl, KOIN; S. I. Newhouse Jr., KGW; Roderick Johnson, KWJJ; H Quenton Cox, KGW, district director.

Registration for NARTB District 17
(Ore., Wash., Alaska)
Held at Portland, Ore., Aug. 28-29 [B•T, Sept. 1]

Adams, Irwin S., KGON Oregon City, Ore.; Baker, Ray, KOMO Seattle, Wash.; Barnard, Alvin H., consulting engineer, Portland, Ore.; Beckley, Leo H., KBRC Mt. Vernon, Wash.; Bookwalter, L. S., KOIN Portland, Ore.; Brown, Dick, KPOJ Portland, Ore.; Buckendahl, Harry H., KOIN Portland, Ore.; Capps, Gordon, KSRV Ontario, Ore.; Carlson, Harry, UP, Portland, Ore.; Chandler, H. J. (Bud), KFLW Klamath Falls, Ore.; Chandler, George C., CJOR Vancouver, B. C.; Chatterton, C. O., KWLK Longview, Wash.; Chytil, Joe, KELA Chehalis - Centralia, Wash.; Coffin, Frank H., KGW Portland, Ore.; Cox, H Quenton, KGW Portland, Ore.; Cox, Jim, Broadcast Music Inc., Ho'lywood, Calif.; Craig, Douglas I., Graybar Electric Co., Seattle, Wash.

Doherty, R. P., NARTB, Washington, D. C.; Downing, Carl, Wash. State Broadcasters Assn., Olympia, Wash.; Dunning, Dick, KHQ Spokane, Wash.; Durham, Warren J., KRSC Seattle, Wash.; Eimers, Dick, AP, Seattle, Wash.; Elder, Emerson, KPQ Wenatchee, Wash.; Fellows, H. E., NARTB, Washington, D. C.; Fisher, C. H., KUGN Eugene, Ore.; Fisher, C. O., KUGN Eugene, Ore.; Gartland, W. C., RCA Recorded Program Services, Hollywood; Goard, Stanley M., KPFM-KPAM Portland, Ore.; Hardy, Ralph W., NARTB, Washington, D. C.; Hiatt, Leroy, KRNR Roseburg, Ore.; Higgins, Len, KTNT Tacoma, Wash.; Hillyer, C. R., KUGN Eugene, Ore.

Irwin, Vernice, KVI Seattle; Jacobs, Lee W., KBKR-KLBM-KSRV Baker, Ore.; Johnson, Rodney F., KWJJ Portland, Ore.; King, Peter, SESAC Inc., Los Angeles; Knightlinger, T. R., KTAC Tacoma, Wash.; Lane, C. Howard, KOIN Portland, Ore.; McCaw, Robert S., KXRN-KYAK-KALE Renton, Wash.; McCormick, Glenn, KORE Eugene, Ore.; McCready, S. W. (Mac), KUGN Eugene, Ore.; McMullan, Mike, Oregon Television Inc., Portland, Ore.; Marquardt, Marnard, World Broadcasting System, Los Angeles; Michael, Herb, KERG Eugene, Ore.; Miksche, Mike, KRCO Prineville, Ore.; Morton, J. Archie, KJR Seattle; Motter, Don, John Keating, Portland, Ore.; Newman, R. J., RCA-Victor Div., San Francisco; O'Halloran, Pat., KPQ Wenatchee Wash.; O'Neil, Dave, Pacific Telephone Seattle.

Paul, Sol, BROADCASTING • TELECASTING, New York; Pierce, Jennings, KMED Medford, Ore.; Renhard, Julius A., RCA, Seattle; Rhodes, Ray, Paul H. Raymer Co., San Francisco; Ridalls, H. E., KRSC Seattle; Smith, Lester M., Blackburn-Hamilton Co., San Francisco, Calif.; Stiles, Walter J., Oregon Television Inc., Portland, Ore.; Stubblefield, Bill, NARTB, Washington, D. C.; Summers, Bob, Oregon State Broadcasters Assn., Eugene, Ore.; Thomlinson, R. E., U. S. Navy, Seattle; Treynor, William K., NARTB, Washington, D. C.; Trommlitz, L. W., KERG Eugene, Ore.; Warren, W. W., KOMO Seattle, Wash.; Wheeler, Chet, KWIL Albany, Ore.; Young, Duke, KUGN Eugene, Ore.

KPOL OPERATION

Begins in Mid-September

ADHERING to a policy of accepting no alcoholic beverages or tobacco advertising, KPOL Los Angeles, assigned 5 kw on 1540 kc, begins operations next Monday (Sept. 15), instead of Sept. 1 as originally scheduled [B•T, Aug. 25].

KPOL is licensed to Coast Radio Broadcasting Corp., of which Hugh R. Murchison is firm president and general manager. Charles Hughes is commercial manager and Floyd W. Hall, director of engineering operations.

KPOL's rate card No. 1 announces single rates: One hour, $70; half-hour, $45; quarter-hour, $30; one minute, $10; and half-minute, $8.

Truman To Speak

AN ADDRESS by President Truman will provide the finale of the United Community Campaign's kickoff radio show to be broadcast Saturday, Sept. 27, over NBC, ABC, CBS and Mutual networks from 10 to 11 p.m. EDT. An all-star cast will include Ronald Reagan as m.c., Wendell Niles as announcer and such performers as Groucho Marx, Danny Thomas, Gordon MacRae, Loretta Young and Meredith Willson, with a large chorus and orchestra.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

Pinning it down!

Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.

WBBW serves you best in Youngstown with its . . .

ABC
CONCENTRATED COVERAGE
AND
NO WASTE CIRCULATION

REP. FORJOE & CO. INC.

WBBW

Tips on TV Operation

(Continued from page 85)

shows, the inevitable roster of local shows would include a forum-type show, as well as cooking, fashion, shopping, and amateur talent vehicles.

If your program schedule is not properly balanced, you will come to know it at once, for the same impact that motivates the commercial success of the medium tends to make your audience hypercritical—and outspoken.

Engineering

The new owner meets television's major expenses head-on when he begins to assemble his engineering equipment. He quickly adds words to his vocabulary while subtracting dollars from his capital as he comes into contact with camera chains at $15,000 each, a field camera chain for a few hundred dollars less and a film camera chain for a few thousand less.

A low power transmitter, if suitable, and a 300-foot tower including all necessary installation will involve over $100,000. True these are the blue chip items basic to the operation, but nevertheless it is only the beginning. . . . only the beginning. Such necessary and diversified items as control and film room equipments, lighting, microphone booms, film and slide projectors, mobile units, monitoring and recording equipment, all add up to an imposing sum. And if the initial expenses are formidable, the replacement and maintenance of the equipment also become a procedure involving daily reckoning.

Although the case history of equipment is still too new to be used as a guide, estimates have been set at $100 per day per camera as an operating expense! Camera tubes themselves have a short life expectancy (at $1200 per copy), curtailed even more by the fact that they cannot be ready for use until they have had a warming up (and depreciating) period of time.

Assuming, as we have right along, that about 20% of the programming is to be live, a minimum staff of 13 engineers is required. Their assignments place them in audio or video control, transmitter or maintenance work. Once again a station can ill afford to have specialists whose knowledge is limited to a single facet. Everyone in this department must be qualified for all engineering duties.

The Plant

The new station will do well to plan for two studios on a ground floor level. Most existing stations soon outgrew their modest quarters with the result that needless expense and problems were incurred. Physically the lack of studio space, storage space, film receiving and shipping space were listed among the most regrettable errors of early planning.

Proper facilities would insure studios of at least 35' x 50' proportions. Two studios would allow for adequate rehearsal space and thus reduce the all too common back-to-back live programming problem.

The building itself need not be elaborate, but should be well lighted throughout and spacious. Architecturally even oversized Quonsets are in use with pleasant results.

Despite the high-flown language already directed toward TV on all fronts, its so-called "impact" has, if anything, been underrated. Success stories we have encountered stagger the imagination, and even while poetic license to exaggerate is permitted (as in the case of all sales managers) the results to an advertiser have been truly amazing. Naturally, any vehicle that produces more sales per advertising dollar spent, is assured of success. All the elements for that triumph, the "intimacy," the "sales receptivity," the appeal to the "audio and video senses," the zenith of achievement in the "palatable commercial," are present in the television medium. It remains only for station-owners-to-be to pave the rough-hewn road already traveled by the industry's pioneers. Might be easy at that. . . . for in America the historical precedent for this type of progressive effort has long since been established. Indeed, we who have been in the industry for some time, may well expect to receive an education from oncoming stations. And if that is true, you won't mind if we monitor you. . . . as we continue to learn.

It's Happening in New Haven!

on

WNHC

where

Radio sells Radio

Five years on the air, Everybody's Radio Shop with 14 announcements and 7 quarter hours per week! It's radio for radio in New Haven. And in New Haven Radio it's W N H C!

If *you* have something to sell in New Haven

Choose The Station That *Sells*

W N H C NEW HAVEN

NBC RADIO

Represented nationally by The Katz Agency

in the public interest . . .

WBAL-TV Baltimore's cowboys, Jimmie and Leon Short, obtained a needed wheelchair for a hospitalized little girl through their program, *Silver Saddle Round-Up*. The child's parents were unable to buy the girl a wheelchair and without one, she could not leave the hospital. The Messrs. Short told viewers of the child's plight. Within a few hours after the request was aired, a charitable organization came to the child's rescue.

* * *

Records Donated

WDRC Hartford has donated 200 musical recordings of all types to the Connecticut Tuberculosis Society for distribution to various institutions in the state. Periodically, WDRC donates records to the society for any use it designates.

* * *

KECA-AM-TV Cited

KECA-AM-TV Los Angeles has been cited for "warmhearted participation in Celebrity Parade for Cerebral Palsy" by the United Cerebral Palsy Assn. of L. A. County. KECA-TV televised a 17-hour marathon and KECA publicized it.

* * *

Polio Interviews

ART HOLBROOK, studio manager, WIBW Topeka, took a microphone into an isolation ward of Vail Hospital in Topeka and recorded interviews with 17 polio patients. Broadcast was applauded by WIBW listeners, the station reported.

* * *

Blood Appeal

WLWD (TV) Dayton used *Saturday Night Wrestling* and *Coffee Club* to help the local American Red Cross chapter meet its weekly blood quota in an emergency. Station made pleas on both programs and offered a free ticket to each wrestling fan who would donate his blood. Result: 120 tickets given, 120 pints of blood collected.

* * *

'Celebrity Parade'

WFIL-TV Philadelphia telecast Aug. 30 a 15-hour *Celebrity Parade* on behalf of the United Cerebral Palsy Assn.

PASCHALL NAMED

Is WNOE V. P., Gen. Mgr.

BENTON PASCHALL, vice president and West Coast manager of the defunct Liberty Broadcasting System, has been named vice president and general manager of WNOE New Orleans. He begins his new assignment today. Announcement was made by James A. Noe, station owner.

Mr. Paschall

Mr. Paschall takes over duties of James E. Gordon, who resigned as president and general manager of WNOE to become general manager of WJMR and WRCM (FM) New Orleans [B•T, Aug. 25].

Before joining LBS, Mr. Paschall headed his own station representative firm in Los Angeles. Earlier, he was commercial manager of KROY Sacramento.

NEW mobile patrol unit has been placed in operation at WSRS Cleveland. Equipment used in remote broadcast coverage, includes an REL 50 w transmitter, two-way telephone, public address system, two turntables, AM and FM receivers, Walkie-Talkies and miscellaneous cables.

82nd in POPULATION

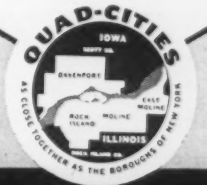
among Sales Management's

162 Metropolitan Areas

•

ll people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,500 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in radio broadcasting.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

Film Report

(Continued from page 79)

218 N. Canyon Drive, Beverly Hills, Calif., and appointment of **Bernard Tabakin,** formerly in charge of TV operations on the West Coast for Music Corp. of America, as vice president in charge of the company's West Coast operations.

Production . . .

Authors & Players Co., Hollywood, headquartered at Motion Picture Center, has been formed to produce 26 half-hour TV films, based on nationally recognized literary works and starring Academy Award winning actors. **Edward Lewis,** producer of CBS-TV *Schlitz Playhouse of Stars,* heads group. **Anthony Z. Landi,** Meredith Productions, that city, is co-producer, and **William Kozlenko,** writer and story editor for National Repertory Theatre Inc., that city, is associated in similar capacity. Production starts sometime in November.

* * *

Revue Productions, North Hollywood, Calif., has completed filming of "Gold Mounted Guns," starring **Rod Cameron,** for inclusion in *Gruen Guild Theatre,* half-hour TV series. **Phil Ford,** under contract to **Republic Pictures,** secured studio permission to direct the video film.

"Iron Woman," starring **Jorja Curtright,** has been completed for *Chevron Theatre.*

Firm's story department is now headquartered at 4063 Radford Ave.

Availabilities . . .

Fall distribution line-up of **United Artists Television** includes five new television-film program series, according to UA-TV Vice President **John H. Mitchell.** The new packages are: *Clete Roberts' World Report,* 15-minute news and analysis program produced by U.S. Television News. 264 programs now are ready, with number increased each week. Series is sold for telecasting one, two, three, four or five times a week. Also:

Cowboy G-Men new half-hour western series, specially made for TV by **Mutual Television Productions.** 13 programs already completed.

View the Clue, audience and home participation quiz show produced by **Nat C. Goldstone Productions,** with 13 programs finished.

Fun With Felix, audience participation magic show, produced by **G & W Productions,** with 13 shows completed.

* * *

ABC-TV will offer 30 minute filmed series *National Professional Football Hightlights,* beginning Oct. 2. Series will be available for 13 weeks and can be presented on a local or regional basis at any telecast time or day after 7 p.m., local time, each Thursday of each week.

Random Shots . . .

Screen Gems Inc., Hollywood, has signed **Herbert Marshall** and **Joan Caulfield** to co-star in "Turnip's Blood" for NBC-TV *Ford Theatre* half-hour film series. **Sheridan Gibney** adapted the script from **Rachel Maddux'** novel of the same name. **Robert Stevenson** will direct for producer **Jules Bricken.**

Dick Haymes will play opposite **Diana Lynn** in "National Honeymoon" for same series. **Betty Reinhardt** based the script on a national magazine story by **Paul Horgan. James Neilson** will direct.

Screen Gems, also for *Ford Theatre,* has signed **Will Rogers Jr.** for the starring role in "Life, Liberty and Orin Dooley," a story of a Korean veteran who goes back to school in the fourth grade, and **Ellen Drew** for the feminine lead in "Birth of a Hero." Robert Stevenson also will direct these films.

* * *

Danny Cahn, film editor on CBS-TV *I Love Lucy* (Desilu Productions), named second quarterly TV award winner by **American Cinema Editors,** Hollywood. Other nominees were **Daniel Nathan,** CBS-TV *Amos 'n' Andy* (Hal Roach Productions); **Robert Leeds,** NBC-TV *Dragnet* (Mark VII Productions), and **Norman Colbert,** NBC-TV *You Bet Your Life* (Filmcraft Productions), first quarter winner.

* * *

Pilot TV film has been completed by **Revue Productions,** North Hollywood, Calif., subsidiary of MCA, starring **Ray Milland. Richard Irving** directed the situation comedy, as yet untitled.

With script conferences being held at MCA, plans are also underway for a video film series to star **Joan Crawford.**

Johnny Mack Brown, whose Western feature film series was recently discontinued by **Monogram Pictures,** may star in a video version, now in formative stage by MCA.

* * *

Filmcraft Productions, Hollywood, has completed a special motion picture of behind-the-scenes filming of NBC-TV *You Bet Your Life* for showing at annual DeSoto-Plymouth dealers conventions to be held in major cities. Program star, Groucho Marx, is narrator.

* * *

Film subsidiary has been set up in Chicago by **McConkey Artists Corp.,** nation-wide theatrical booking agent. The film division, known as MAC Studios, will maintain production offices in Chicago only, with sale on commercials and shows handled nationally by men in McConkey offices.

Howard Grafman, who has been in charge of TV for McConkey in Chicago the past year, heads the new film division, assisted by **Dick Brinkman,** production director. He is a former director for Vogue-Wright Studios there.

This week the division will begin filming the remaining 12 episodes in a 13-minute dramatic series to be sold as a company package.

* * *

Two eight minute films, one in English and one in French, were prepared by the **British Broadcasting Corp.** for the opening of Canadian television at Montreal and Toronto, and flown to Canada for use in the opening ceremonies. Films includes goodwill messages from the BBC to the Canadian Broadcasting Corp.

* * *

Peerless Television Productions has prepared a brochure as a selling aid to stations which have purchased the Peerless group of twenty-six feature films. It contains a complete description and the talent credits of each feature film production.

Film People . . .

George E. Cameron, former owner of KOTV (TV) Tulsa, is completing plans to enter independent motion picture production with "Sam Bass, Desperado," dramatized life of the Texas outlaw, first on his schedule. KOTV (TV) was recently sold to **Jack Wrather** and **Helen M. Alvarez** [B•T, Aug. 4].

* * *

Don Flagg, president of Don Flagg Productions, San Francisco, has been appointed West Coast representative for DuMont's Film Syndication Department. A former still photographer and movie cameraman, Mr. Flagg in 1948 was named Pacific Coast man for Telepix Newsreel.

* * *

James Van Trees has been resigned by **Filmcraft Productions,** Hollywood, as head cinematographer on NBC-TV *You Bet Your Life,* being filmed for **John Guedel Productions.**

* * *

Cosman Productions, Culver City, has signed **Milt Bronson,** former associate of Abbott & Costello, as dialogue director on *I'm the Law,* half-hour TV film series starring **George Raft.**

* * *

Reub Kaufman, president of **Guild Films Inc.,** has moved into New York headquarters at 510 Madison Ave., and will check into the Hollywood office only once every six weeks.

* * *

Nat Perrin, radio and motion picture producer-writer, has been signed as producer on CBS-TV *My Friend Irma,* second season of which starts Oct. 3. Mr. Perrin's last screenplay was Warner Bros. "Sally."

REK-O-KUT

Presents the New Model B-16H

THREE SPEED, 16"

Transcription Turntable

***For the* BROADCAST *and* RECORDING STUDIO**

The Model B-16H is not a modification of a two-speed machine, but a completely new design, with operational features suggested by leading engineers in the field.

Dimensioned as a replacement for your obsolete 2-speeed table. Present consoles or cabinets can, with very slight modifications, house this unit. The base is drilled and tapped for mounting Audak, Grey and Pickering arms.

- **MOTOR:** Hysteresis Synchronous
- **TURNTABLE:** 16" Cast Aluminum, Lathe turned
- **SPEED CHANGE:** Instantaneous for all 3 speeds
- **45 RPM ADAPTER:** Disappearing type, built into hub of turntable.
- **SPEED SHIFT:** Mastermatic, self-locking.
- **MODEL B-16H.....$250.00 NET**

Write for detailed literature.

REK-O-KUT CO.

38-21 Queens Blvd., Long Island City, N. Y.

EXPORT DIVISION: 458 Broadway, N. Y. C. U.S.A.

Canada: Atlas Radio Corp., Ltd., Toronto 28, Ont.

. . . and Still Going Strong!

(see inside front cover)

WLS

CHICAGO 7

Clear Channel Home of the National Barn Dance

WLW EXPERIMENT

To Block NBC Programs

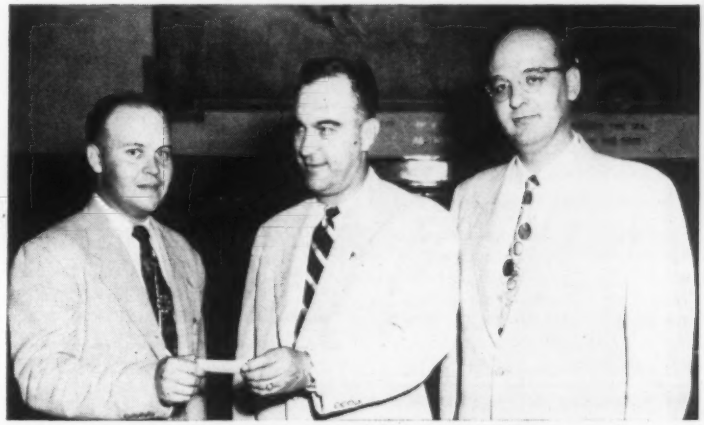
EXPERIMENT to test effectiveness of block programming has been launched by the NBC radio network and WLW Cincinnati. For the fall-winter-spring season, WLW will reschedule a number of NBC's nighttime programs to fit them into the station's block programming schedule.

The WLW schedule calls for drama on Sunday, music on Monday, comedy-variety on Tuesday, mystery on Wednesday, situation comedy on Thursday and Friday, and hillbilly and popular music on Saturday. NBC programs not complying with this pattern will be taped and rebroadcast at appropriate times on WLW. Rating and audience flow of the station will be carefully studied and compared with those for the rest of the network to determine the advantages and disadvantages of the block-program system. To keep the comparison clean-cut and avoid statistical complications, the block programming will be confined to WLW for the period of the experiment, NBC said.

Harry R. Bannister, NBC vice president in charge of station relations, commented: "NBC has always been interested in continually improving its programming service to its affiliates and to its audience. NBC welcomes this unique idea in programming and is enthusiastically giving its cooperation to the plan. We believe this is an extremely worthwhile experiment for our stations, our audience and our advertisers and will therefore be mutually beneficial.

"We want to thank the NBC advertisers for agreeing to certain rescheduling of their programs to make it possible for NBC and WLW to go forward with this plan."

BOARD of directors of Admiral Corp. has declared a regular quarterly dividend of 25 cents per share on stock outstanding, payable Sept. 30 to stockholders of record Sept. 19, Ross D. Siragusa, president and board chairman, has announced.



MR. PLATT (l) issues Kansas Bragger's Club card to Gov. Arn (c) while Ken Thomas, KJCK program director, stands by.

ELECTRONICS

Labor Dept. Surveys Employment Prospects

EMPLOYMENT opportunities for students, veterans and others seeking a career in the electronics industry will remain "excellent" even if the current defense program runs its course in the next two years.

This conviction was expressed by the U. S. Labor Dept.'s Bureau of Labor Statistics in a report on "The Employment Outlook in Electronics Manufacturing." Bulletin was released last Thursday in cooperation with the Veterans Administration. The report covers the wide range of electronics, including the radio-TV receiver field and other applications in science, medical practice and industry. It stresses the likely expansion involving many industries which use or make electronics products.

Short-run prospects for employment are "especially favorable," the Labor Dept. explains, because of the defense program the next two years. Additionally civilian demand for radio and TV sets is likely to continue strong. The report notes:

In the immediate future, employment opportunities depend upon continuation of high levels of military production. But in the long run, the increased demand for civilian electronics products will provide many jobs. Commercial and industrial electronics production is expected to increase rapidly. Licensing of additional television stations and introduction of color television will stimulate the demand for television receivers. However, the full effect of these developments upon employment may not be felt for several years.

Tracing the growth of electronics employment from a few hundred persons in 1922 to almost 300,000 in 1952, the report notes that most equipment is manufactured largely by semi-skilled and unskilled labor, with assembly workers comprising the largest occupational group. Less than 6% of the industry's work-force is employed in metal-working and tooling occupations.

Increased output the past 30 years is due more to improved manufacturing methods than any other factor, according to the report, and while workers probably have not increased proportionately in number, new manufacturing methods do have an impact on individual occupations. Number of professional and skilled workers is likely to jump, the report adds.

Technological development within the industry requires a large proportion of engineers, with this group comprising over 5% of the total work-force. Substantially higher proportion is used by makers of military and commercial equipment rather than by radio-TV set and tube manufacturers.

Long-run opportunities were reported favorable for engineers, electronics technicians, tool and die makers and skilled machine tool operators.

Electronics workers are now most highly concentrated in large eastern and mid-western metropolitan areas—one-third alone in Chicago, New York and Philadelphia as of March, 1951. But a trend toward decentralization has set in, with growth of branch plants in small communities. Electronics manufacturing has developed rapidly in the Far West, particularly in Los Angeles and San Francisco areas.

BRAGGER'S CLUB

Formed for Kansas by KJCK

NOT to be outdone by others, notably Texas, California and Florida, the state of Kansas has formed a "bragger's club" designed to sing the praises of the Sunflower State.

The club was organized by KJCK Junction City and carried through by Jim Platt, station's commercial manager. "For years I've always heard people . . . . bragging obout the virtues of their particular state. I've wondered what was the matter with Kansans . . . after careful research, I discovered the only wrong was that they simply didn't brag enough about Kansas." Thus, the idea for the Kansas Bragger's Club was conceived.

Among distinguished members are Kansas Gov. Edward F. Arn, Lt. Gov. Fred Hall, Sens. Frank Carlson and Andrew Schoepple, Gen. Dwight Eisenhower, and Detroit ballplayers Cliff Mapes and Bob Swift.

KJCK is furnishing a membership card to any person sending his name and address to the station. There is no charge for membership. Card-holders pledge that "no matter where I am I'll always brag about Kansas. I will brag all the more when in Texas, California or Florida."

...and for AM, FM and TV it's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION — Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the *first* radio stations in North America.

CONSULTING SERVICE — Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

EQUIPMENT — Everything from microphone to antenna, designed, installed, adjusted and guaranteed . . . that's the *experienced* Marconi service.

Marconi

the greatest name in radio and television

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto
Montreal • Halifax • St. John's

THE RIGHT COMBINATION

★ **Most powerful radio voice** (1000 watts day and night) in the Altoona area.

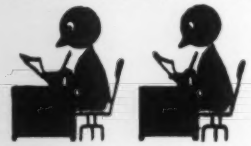
★ **Most popular** (CBS and Top Local Programs) with listeners.

Adds up to the right combination for sales results.

Weed and Co.
Representatives

1000 WATTS WVAM CBS ALTOONA 1430 KC

FCC actions



AUG. 29 THROUGH SEPT. 5

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp. synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 96.

September 3 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses on a regular basis:

KNEM Nevado, Mo.; KVRC Arkadelphia, Ark.; WAYS Charlotte, N. C.; WEEK Peoria, Ill.; WFAK Memphis, Tenn.; WNGO Mayfield, Ky.; WTIP Charleston, W. Va.; WFMW-FM Madisonville, Ky.; WCTW (FM) New Castle, Ind.; WCLT-FM Newark, Ohio; WCOL-FM Columbus, Ohio; WDET-FM Detroit, Mich.; WEOL-FM Elyria, Ohio; WFAH Alliance, Ohio; WFIN-FM Findlay, Ohio; WFMJ-FM Youngstown, Ohio; WFRS Grand Rapids, Mich.; WHBC-FM Canton, Ohio; WIMA-FM Lima, Ohio; WJBK-FM Detroit, Mich.; WJR-FM Detroit, Mich.; WKBN-FM Youngstown, Ohio; WKBZ-FM Muskegon, Mich.; WLAV-FM Grand Rapids, Mich.; WLOK-FM Lima, Ohio; WLWA Cincinnati, Ohio; WMVO Mt. Vernon, Ohio; WSPD-FM Toledo, Ohio; WTOL-FM Toledo, Ohio; WTRF-FM Bellaire, Ohio; WVKO-FM Columbus, Ohio; WXYZ-FM Detroit, Mich.; WBBC Flint, Mich.; WCHO Washington Court House, Ohio; WCPO Cincinnati, Ohio; WDOK Cleveland, Ohio; WERE Cleveland, Ohio; WFIN Findlay, Ohio; WFYC Alma. Mich.; WGAR Cleveland, Ohio; WGFG Kalamazoo, Mich.; WGRO Bay City, Mich.; WHHH Warren, Ohio; WHIO Dayton, Ohio; WHOK Lancaster, Ohio; WIKB Iron River, Mich.; WILE Cambridge, Ohio; WIRO Ironton, Ohio; WJBK Detroit, Mich.; WJR Detroit, Mich.; WKHM Jackson, Mich.; WKMH Dearborn, Mich.; WLIO East Liverpool, Ohio; WMDN Midland, Mich.; WMOA Marietta, Ohio; WMPC Lapeer, Mich.; WMRN Marion, Ohio; WMTE Manistee, Mich.; WNXT Portsmouth, Ohio; WOHI East Liverpool, Ohio; WOHP Bellefontaine, Ohio; WONW Defiance, Ohio; WOOD Grand Rapids, Mich.; WPTW Piqua, Ohio; WSAI Cincinnati, Ohio; WSRS Cleveland Heights, Ohio; WTOL Toledo, Ohio; WTRF Bellaire, Ohio; WVKO Columbus, Ohio; WXYZ Detroit, Mich.; WJEF Grand Rapids, Mich.; WBEX Chillicothe, Ohio.

Petition Denied

American Civil Liberties Union—By memorandum opinion and order, denied petition of ACLU requesting clarification and revocation of the Commission's order of June 11, 1952, granting applications for renewal of certain licenses of ABC, CBS, NBC and WPIX Inc., and for rehearing on such action.

Extension of Waiver

WHDH-FM Boston, Mass.—Granted request for extension of waiver of Sec. 3.265 of rules to permit continued operation by remote control for the period ending March 1, 1953, with same conditions as those of original grant.

Advised of Hearing

KGAL Lebanon, Ore.—Is being advised that application to change facilities from 930 kc, 1 kw-D, to 920 kc, 1 kw, unl. raises questions of interference with KXLY Spokane, Wash., and indicates necessity of hearing.

New York Technical Institute of Cincinnati Inc., Denver, Col.—Is being advised that application for CP for new AM to operate on 1380 kc, 5 kw-D raises questions of interference with KVWO Cheyenne, Wyo., and indicates necessity of hearing.

AM—990 kc

KSVP Artesia, N. M.—Granted CP to change facilities from 1450 kc, 250 w unl. to 990 kc, 250 w-N, 1 kw-LS, make changes in ant. system, and change type of trans.; engineering conditions.

AM—1230 kc

KWRN Reno, Nev.—Granted CP to change frequency from 1490 kc to 1230 kc.

AM—1370 kc

WDXE Lawrenceburg, Tenn.—Granted mod. license to increase power from 500 w to 1 kw.

AM—1430 kc

WMOC Covington, Ga.—Granted CP to change facilities from 1490 kc, 250 w, unl. to 1430 kc, 1 kw-D and install new trans.; engineering condition.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Eastern Radio Corp., Hawley Bcstg. Co., Reading, Pa.—Granted petition of Hawley Bcstg. Co., of Aug. 27, 1952, to amend application to specify Ch. 33 in lieu of Ch. 61; on Commission's own motion dismissed as moot joint petition of July 17, 1952, by Eastern Radio Corp. and Hawley Bcstg. Co. for reconsideration and grant without hearing of their applications, and July 21, 1952, petition of Hawley to amend to specify Ch. 33 in lieu of Ch. 61; on Commission's own motion applications were removed from hearing docket; Granted petition of Eastern Radio Corp. to amend application to correct geographic coordinates of trans. site.

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition to amend application to increase visual and aural power, minimum hours of operation, and required information concerning newly elected directors, revise equipment and installation costs, estimated cost of first year of operation; increase minimum weekly schedule of operation, revise program schedule, program percentages, and engineering section of application to reflect new trans. site, increase in proposed ant. height and increase in operating power.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 25, to and including September 15, 1952, within which to file exception to initial decision released Aug. 4, 1952, in matter of renewal of license of KTXC Big Spring, Tex., and revocation of CP for KFST Fort Stockton, Tex.

WIHL Hammond, La.—Upon petition and supplemental petition of Chief, Broadcast Bureau, ordered that application of WIHL Broadcasting Co. is removed from hearing docket.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 22, to and including Sept. 15, 1952, within which to file reply to petition of The Enterprise Co., filed Aug. 12, 1952, for amendment of issues in proceeding upon application for new television station in Beaumont, Tex.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 21, to and including Sept. 15, 1952, within which to file reply to petition of WKY Radiophone Co., filed Aug. 11, 1952, for enlargement of issues in proceeding re application for CP for new television station at Wichita, Kan.

Chief Broadcast Bureau — Granted petitions for extension of time from Aug. 21, to and including September 15, 1952, to file reply to petition of Booth Radio & Television Stations Inc., and Trebit Corp., filed Aug. 11, 1952 for enlargement of issues in proceeding re applications for CP's for new television stations in Flint, Mich.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 21, to and including Sept. 15, 1952, to file reply to petition of Head of the Lakes Bcstg. Co., filed Aug. 11, 1952, for enlargement of issues in proceeding re application for CP for new television station.

Chief, Broadcast Bureau—Granted petition for extension of time from Aug. 21, to and including Sept. 15, 1952, to file reply to petition of The Radio Station KFH Co., filed Aug. 11, 1952, for enlargement of issues in proceeding re application for CP for new television station.

The Alaska Communication System, U. S. Army—Granted petition to intervene in hearing presently scheduled for Sept. 30, 1952, in proceeding re Arctic Telephone & Telegraph Co. application for mod. CP to change location of fixed public point-to-point telephone station from Fourth of July Creek, Alaska, to Anchorage, Alaska, to add frequencies and to increase maximum power.

Atlantic City Bcstg. Co., Atlantic City, N. J.—Granted petition to amend application to show more adequate staffing of proposed station and to correct error in Amendment 5, sec. IV, page 3, Paragraph 11 of application.

By Hearing Examiner
Hugh B. Hutchison

Penn Jersey Bcstg. Co., Bristol, Pa.; Atlantic City Bcstg. Co., Garden State Bcstg. Co., Press-Union Pub. Co., Atlantic City, N. J.—Notice is given that pre-hearing conference will be held in Room 2230, New Post Office Bldg., Washington, D. C., at 10 a.m. on Wed., Sept. 10, 1952 upon application in this proceeding for purpose of considering among other things: necessity or desirability of simplification, clarification, amplification or limitation of issues; methods of developing proof relative to issues in proceeding, including possibility of stipulations of facts; procedure to be followed at hearing; possibility of limiting number of witnesses and amount of time necessary for said hearing; necessity or desirability of prior mutual exchange of exhibits between or among parties to proceeding; and such other matters as will aid in expeditious conduct of said proceeding.

By Hearing Examiner
Herbert Sharfman

American Republican Inc., WATR Inc., Waterbury, Conn. — Prehearing conference in this matter, scheduled for Aug. 29, 1952, is continued to Sept. 3, 1952, at 10:00 a.m., in Room 2230 New Post Office Bldg., Washington, D. C.

September 3 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

KIFN Phoenix, Ariz.—CP to increase power from 250 w to 1 kw and install new trans.

Change Studio Location

WDOB Canton, Miss.—Mod. CP which authorized new AM for approval of ant., trans. and main studio location as east side of U. S. 51, north of Canton city limits.

KRMS Eldon, Mo.—Mod. CP which authorized new AM to change trans. and studio location from Eldon, Mo. to Osage Beach, Mo. and for approval of ant., trans., and studio location as north of intersection of U. S. Hwy. 54 and Lake Rd. 22-A, Osage Beach, Mo.

WCHN Norwich, N. Y.—Mod. CP which authorized new AM for approval of ant., trans. and studio location on Country Rd. 36, 830 ft. SW of intersection with Country Rd. 33, Norwich, N. Y.

AM—1050 kc

WBUT Butler, Pa.—CP to change frequency from 1580 to 1050 kc.

Renewal of License

Following stations request renewal of license:

KOSE Osceola, Ark.; KNBC San Francisco; KOA Denver; WKNB New Britain, Conn.; WDMG Douglas, Ga.; WAIT Chicago; KSTL St. Louis;

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WKYW Louisville, Ky.; WBOK New Orleans, La.; WACE Chicopee, Mass.; WCCM Lawrence, Mass.; KTIS Minneapolis, Minn.; WCAL Northfield, Minn.; KFAL Fulton, Mo.; KJSK Columbus, Neb.; KOWH Omaha, Neb.; WHEB Portsmouth, N. H.; WCKB Dunn, N. C.; WFRO Fremont, Ohio; WESA Charleroi, Pa.; WHOD Homestead, Pa.; WEEU Reading, Pa.; WKJB Mayaguez, Puerto Rico; WDSC Dillon, S. C.; KGNC Amarillo, Tex.; KALT Atlanta, Tex.; KFLD Floydada, Tex.; KTRH Houston, Tex.; KPET Lamesa, Tex.; KABC San Antonio, Tex.; WCYB Bristol, Va.; WHTN Huntington, W. Va.; WATK Rolling, Wis.

License for CP
WJEF-FM Grand Rapids — License

(Continued on page 96)

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Help Wanted

Salesmen

Florida coast station. Hard-hitting salesman to do competitive selling. No desk pilots wanted. $75 guarantee against 15% of gross collected station revenue. You will be the only one selling. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Sales manager wanted. Must have good background. 5000 watt fulltime station. Immediate opening. Box 342R, BROADCASTING • TELECASTING.

Salesman wanted immediately, single market money-maker. Livewire. $300. to $600. month salary plus commission. Air mail photo, experience KPRK, Livingston, Montana.

50,000 watt South Texas station wants topflight salesman due to growing volume. Protected territory and account list, high weekly guarantee, commission to man who can produce. Have TV application. Excellent earnings and assured future to experienced producer. K-SOX, Harlingen, Texas.

Independent in major metropolitan Southern market, now under new management, has opening for aggressive salesman with opportunity of becoming commercial manager if sales results warrant. Guarantee-commission-override plan assures top earnings to top man according to his ability to produce. Robert N. Pinkerton, General Manager, WBGE, Atlanta, Georgia.

Experienced salesman, independent station, salary or draw, WGAT, Utica, N. Y.

Announcers

$80.00 per week for good announcer at Midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Florida coast station. Need one combo and one straight announcer. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. Combo: $80. Announcer: $70 for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Combo man with first class license needed at daytime Michigan station. $70.00 for 40 hours. Box 269R, BROADCASTING • TELECASTING.

Newsman, single, experienced. Gather, write, local news and read; human interest angle. Interesting commentary-type news voice. Publicity build-up. Ohio. Box 275R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Good personality, ability to ad-lib commercials on DJ show. Morning shift. Good pay. Pa. daytimer. Box 277R, BROADCASTING • TELECASTING.

Announcer-engineer, 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Radio announcer . . . permanent position for dependable man with good voice for Texas station. Box 321R, BROADCASTING • TELECASTING.

Combination announcer-engineer. First class ticket. Permanent position Western Pennsylvania. Write Box 326R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Immediate opening for good announcer-engineer on 5000 watt station. Capable of being chief engineer in short time. Box 341R, BROADCASTING • TELECASTING.

Wanted—Network calibre announcer, must be really good announcer with first class radiotelephone license. Starting salary $100.00 per 35 hour week. Position permanent even should FCC relax first class license requirement. Pennsylvania station. Write Box 358R, BROADCASTING • TELECASTING.

Wanted—Combo man—start $65; 39 hours actual board work. Good voice required. Send full details and tape to KCOG, Centerville, Iowa.

Football announcer plus staff duties. Tell all. Send copy, tape. KFRO, Longview, Texas.

Announcer wanted by KGHF 5 kw ABC affiliate. Must be qualified for all phases of staff work including newscasting. This is a permanent position with opportunity for advancement. Please send photo, audition and complete information including salary requirements. KGHF, Pueblo, Colorado.

Operator-announcer with first phone. Announcing experience essential. KPOA, Honolulu.

Announcer-engineer. Emphasis on announcing. Good air salesman. Well-rounded experience. 1000 watt Mutual station in cool Central California coast community. Send disc, experience, references first letter. $80.00 forty-four hours. KSBW, Salinas, California.

Wanted immediately—Announcer-engineer, emphasis on announcing. Central Arkansas, independent daytime station located in the foothills of the Ozarks. Excellent hunting and fishing. Prefer married man. Send tape and phone or write Manager, KWCB, Searcy, Arkansas.

50,000 watt CBS affiliate needs staff announcer with deep, good quality voice. Must be stable and congenial. Send letter outlining background, references. Send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply KWKH, Shreveport, Louisiana.

We need announcer-engineer now. Fulltime, 1000 watt, ABC network with new, modern facilities. Wonderful Southwest market. Reasonable living costs. You will need car. $60-$75 for 40 hours to start and future includes TV. No discharge if FCC relaxes rule. KWSH, Wewoka, Oklahoma.

Announcer, 1 kw net affiliate. Strong on music, news, ad-lib. Send disc and references. WBCK, Battle Creek, Mich.

$300 per month to good combination man for evening shift. ABC station 37 hour week, 1½ for all over 40, WGYV, Greenville, Alabama.

Need first class announcer-engineer at once. Experience preferred but not necessary. Starting salary $65.00 per week. If your experience merits it, you will get more. Emphasis on announcing. Call or write WHLF, South Boston, Virginia.

Wanted—Two experienced announcers immediately. Prefer those from Southeast but not essential. Send all details to Nathan Frank, WHNC, Henderson, North Carolina. Phone 7136.

1000 watt Southern independent needs an experienced sportscaster personality. Send picture, disc, state salary. WIBR, Baton Rouge, Louisiana.

Top play-by-play sports announcer wanted by 5000 watt Midwest CBS affiliate to do football, basketball, baseball. Send audition immediately to Merritt Milligan, WTAD, Quincy, Illinois.

Help Wanted (Cont'd)

Wanted—Experienced announcer. Good pay. Good conditions. WKEU, Griffin, Georgia.

WOWO, Fort Wayne, seeks night-time announcer with good saleable record show in mind for late hours. Well chosen music is taken for granted, also average knowledge of record patter. Comedy not necessary, but show idea is. Forward vital statistics, photo and hour audition direct to Program Manager, WOWO, Fort Wayne, Indiana.

Wanted — One first class engineer. WTSB, Lumberton, North Carolina.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Minnesota station needs chief engineer strong on technical maintenance. Should be able to do some announcing. Good salary. Box 146R, BROADCASTING • TELECASTING.

First class engineers needed. $60.00 for 40 hours starting salary, time and one-half for overtime. Transmitter and control room operation, no announcing. Insurance, hospitalization, paid vacations. Experience desirable but not necessary. Southwestern regional station, TV applicant. Include snapshot with application. Box 293R, BROADCASTING • TELECASTING.

Chief engineer wanted for North Carolina daytime station. No announcing. Box 357R, BROADCASTING • TELECASTING.

Chief engineer AM and expanding TV station. Send complete details technical and administrative experience, salary, recent snapshot. Address T. G. Morrissey, KFEL, Denver, Colorado.

Transmitter position open. No announcing. Permanent. KFRO, Longview, Texas.

5000 watt fulltime NBC station in city of 15,000 needs capable engineer to handle regular transmitter shift. Absolutely no application from drunkards or floaters. Should have transportation facilities. Prefer applicants who have worked in or lived in Kansas or adjacent state area. Call, wire or write short letter stating salary requirements, marital status and extent of experience plus references. Address application to Grover Cobb or Chester Wallack, KVGB, Great Bend, Kansas.

First phone, third man for daytime operation. Competent staff will teach you announcing. $250. monthly, $290. after trial period. KVLH, Pauls Valley, Oklahoma.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Engineer, first ticket. Experience not necessary. Network, no announcing. Write WCED, DuBois, Penna.

First class engineer for station now constructing new studios and 5000 watt directional. Pleasant working conditions. Permanent. $60.00 week plus hospitalization. WGGA, Gainesville, Georgia.

New York regional station, directional antenna, has opening for a good engineer. Car necessary. Write WINR, Binghamton, N. Y. for interview. TV planned.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Help Wanted (Cont'd)

Engineer-announcer for new station. Pleasant working conditions. Excellent salary. Send disc or tape WTUS, Tuskegee, Alabama.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Midwest NBC affiliate has opening for woman continuity writer. Excellent working conditions with TV possibilities. Box 309R, BROADCASTING • TELECASTING.

Pennsylvania daytime thousand watter needs news editor who can do some air work. Two tape recorders, Minitape and assistant. Excellent working conditions and opportunity to use your ability. Salary and extras. Box 206R, BROADCASTING • TELECASTING.

Florida coast station. Experienced girl to do all copy and traffic. Send resume, experience, photograph and sample copy. Box 223R, BROADCASTING • TELECASTING.

Experienced newsman to run beat and write news. Mike work possible but not necessary. Send full details and references to Box 235R, BROADCASTING • TELECASTING.

Announcer-copywriter, emphasis on latter, needed by top Southern independent. Must be dependable, sober, qualified to handle large volume. Excellent staff and working conditions. Permanent position. Write Box 236R, BROADCASTING • TELECASTING.

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Midwest NBC affiliate has opening for woman to handle commercial traffic and national business. Excellent working conditions. Box 310R, BROADCASTING • TELECASTING.

Program director, copywriter-announcer. Top pay for experienced stable man. Network station in Southeast. Reply in full to Box 320R, BROADCASTING • TELECASTING.

Producer-director needed by 50 kilowatt midwest major network affiliate. Excellent opportunity for growth and advancement as station noted for important local programming. Prefer man with musical background and some scripting and announcing experience. Send photo, age and experience. Box 327R, BROADCASTING • TELECASTING.

Experienced writer (production, continuity). Midwest radio-TV. $3600-$4300. Box 338R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Must be able to turn out good, clean copy. No age limit. Box 340R, BROADCASTING • TELECASTING.

Houston's top independent wants local newsman to cover downtown beat afternoon and night. Must have thorough reportorial experience. Car required. Long hours, hard work, good money. Send audition disc, script including local news, personal data and picture to KNUZ, Houston, Texas.

Commercial copywriter for 5,000 watt independent. Immediate opening. Contact Bill Whitlock, Station KRES, St. Joseph, Mo. Phone 4-6346.

Commercial copywriter capable of creating good, selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo. Permanent position with 25-year-old station. KSEI, Pocatello, Idaho.

News-special events director. Experienced man who can get and report all the news. Three daily shows now solidly commercial. You'll follow top, well paid man. Send tape to Easter Straker, WIMA, Lima, Ohio.

Immediate opening experienced gal copywriter. Air mail complete data, salary requirements. WHIT, New Bern, North Carolina.

Help Wanted (Cont'd)

Television

Managerial

Wanted—Television manager for new UHF station in South. Excellent opportunity. Please give television experience. References, salary expected. Write Box 268R, BROADCASTING • TELECASTING.

Technical

Wanted—Chief engineer for UHF television station in Southern metropolitan market. Excellent opportunity. Please give references, salary requirements and experience. Write Box 313R, BROADCASTING • TELECASTING.

Television broadcast technician wanted immediately for construction and permanent job, experienced in wiring and trouble shooting. Send complete information to Ed Talbott, KROD-TV, El Paso, Texas.

Situations Wanted

Managerial

Manager 7 years in local station. Age 32. Sell. Announce. Local programming. Civic-minded. A real worker who can make money for you. Proven results. Box 79R, BROADCASTING • TELECASTING.

Successful manager, excellent sales record and news commentator desires station with good potential. Box 226R, BROADCASTING • TELECASTING.

Can't buy into station. Made profit each year. Age 32. Plenty experience. Like small towns. Box 292R, BROADCASTING • TELECASTING.

Experienced salesman wants commercial manager position. I have common sense, excellent sales record, high billing. Know sales, merchandising and management. Good appearance, desire to advance. Prefer TV applicant, East or Midwest. Box 336R, BROADCASTING • TELECASTING.

General manager, experienced all phases from organization to construction and operation. Excellent record of sales and administration over 10 years. Will consider part ownership. College graduate, family man. Box 356R, BROADCASTING • TELECASTING.

Former station owner, 44, twenty years experience sales and management, available as manager or commercial manager. Doc Pournelle, 49 West High, Springfield, Ohio. Phone 5-3812.

Salesman

Straight selling, no hokum. Background: newspaper reporter, radio salesman-writer, agency AE. BBA, 32, single. Solid citizen, finest references character and ability. Want permanent radio and/or TV spot Southwest, preferable West Texas. Box 333R, BROADCASTING • TELECASTING.

Announcers

Announcer, experienced. 25, single veteran. Strong on music, news and sports. Box 324R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Want western DJ with plenty of ability? Have ticket, musical talent, experience in western orks, DJ shows, board work, copywriting, news. Family man. Do entire show myself or augment with records. Box 252R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Presently employed New York State network affiliate. News, DJ, operate board. College grad. Age 24. Veteran. Available two weeks. Prefers 200 mile radius NYC. Letter, photo, tape on request. Box 291R, BROADCASTING • TELECASTING.

Announcer, first phone. Thoroughly experienced. Married, draft exempt. Excellent sportscaster, strong newscaster and DJ. Seeks permanency with future. Box 302R, BROADCASTING • TELECASTING.

Versatile announcer three years. Important markets. Best references. Clean operation. Offering good future only. Box 303R, BROADCASTING • TELECASTING.

Announcer-newscaster, 3½ years experience. University graduate. Veteran. Available immediately. Best references. Box 304R, BROADCASTING • TELECASTING.

Top commercial announcer and/or newsman. Has friendliness and effectiveness that rings sponsors sales bells. Self-starter. Excellent references. Permanent position. $100 minimum. Box 307R, BROADCASTING • TELECASTING.

Morning man . . . five years continuously successful experience wishes morning show in progressive, metropolitan Florida station. Proven ability to build and hold audience. Easy, sincere delivery, good ad-lib, musician, show biz background, married, car, young but not draft age. First phone license. Write all first letter. Salary, talent, hours, etc. Presently employed in Florida. Tape on request. Box 315R, BROADCASTING • TELECASTING.

Sports domination! Make your station tops in sports. Experienced baseball, football, basketball, boxing. Prefer West. Box 317R, BROADCASTING • TELECASTING.

Announcer, three years experience, top references. Seek congenial well operated station offering permanent worthwhile position. Box 330R, BROADCASTING • TELECASTING.

I'd like to run an all-night pop record show. May I help you? No hillbilly, please. Currently employed 50 kw metropolitan. Box 332R, BROADCASTING • TELECASTING.

Announcer-engineer. Strong on commercial and DJ work. Veteran, 28, married. $70.00 minimum. Box 334R, BROADCASTING • TELECASTING.

Newsman—AM-TV. Top rated. Mature, authoritative delivery. Dignified camera presence. Minimum salary, $10,000.00. Available three weeks notice. Box 335R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcer, 2 years Western N. Y. Capable all phases of broadcasting, including board work. Desires Florida position. Box 339R, BROADCASTING • TELECASTING.

Announcer, experienced. Write copy. Operate board. 29, draft exempt. Prefer New York area or Eastern Seaboard. Box 344R, BROADCASTING • TELECASTING.

SRT graduate, 2 years indie experience—announcing, copywriting, traffic, programming. What have you in Florida? Box 345R, BROADCASTING • TELECASTING.

Sports announcer—To station that can offer a heavy play-by-play schedule, I can offer 12 years solid background as a radio-TV sportscaster plus the ability and willingness to handle other assignments. Can furnish excellent references. Presently doing sportscast with high Hooper in Major League city but want position that presents greater challenge and opportunity. Box 347R, BROADCASTING • TELECASTING.

Announcer, experienced. Young, single veteran. Good—music, news, sports. Box 350R, BROADCASTING • TELECASTING.

Good announcing reasonable. $80. minimum. Midwest. Dependable, reliable. Box 352R, BROADCASTING • TELECASTING.

Attention—NARTB members who will be in Denver September 11-13. All-round announcer, major sports, seeking good pay position. Ward Goodrich, Phone FLorida 0712, Denver, Colorado.

Announcer, ½ year experience. Single, draft exempt. Write or call Eugene L. Books, 1808 Summit St., Eau Claire, Wisconsin. Tel. 222-78.

Staff announcer, 30, would like to try steady, smiling job at your mike. No illusions. Recommendations both stations I've worked. Lee Drake, 1102 West Edgemont, Phoenix, Arizona.

Situations Wanted (Cont'd)

Are you willing to give someone with ability, but no actual experience, a chance to get started? Thoroughly trained in radio technique. Strong on commercials, news, deejay, sports. Edward Marshall, 5630 Sheridan Road, Chicago, Illinois.

I'm a neophyte in radio . . . sure; but would like a chance to prove I can click! Thoroughly trained in radio technique. Strong on commercials interview, deejay. Dottie May Miller, 1520 N. Keating, Chicago, Illinois.

Trained beginner announcer desires staff position. 19, single, draft exempt. Operate control board. Jerome F. Nickels, 1628 W. Sunnyside Ave., Chicago 40, Ill. Ardmore 1-7997.

Announcer-engineer. 1st phone, draft exempt. Up to 10 kw experience. Strong news, sports. Will travel. William Rogel, 1275 Grant Ave., New York, N. Y.

Announcer, staff and board man. Strong on play-by-play. All major sports. No drink, no smoke, no float. Recent broadcasting school grad. Vernon Ward, 737 11th St., N. W., Washington, D. C. MEtropolitan 5255.

Newscaster-deejay, five years experience. First phone. Prefer progressive Midwest station. Personal interview. $90. S. Willing, 610 South Tenth St., St. Joseph, Missouri.

First class, experienced tapes, playbacks construction. P. O. Box 447, Johnstown, Pa.

Technical

Engineer, first phone. Two years experience. No announcing. Draft exempt. Notice required. Box 211R, BROADCASTING • TELECASTING.

Radio operator, first class license, no experience. Family man, will travel. Box 299R, BROADCASTING • TELECASTING.

(Continued on next page)

FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

Topnotch *timebuyer*

10 years exceptional radio-TV experience. Now placing $7,000,000 annually of spot and network time on radio and TV for all types of accounts.

Excellent working relationship with colleagues as well as with radio and television stations throughout the country.

BOX 305R,

BROADCASTING • TELECASTING

Situations Wanted (Cont'd)

Engineer-announcer. First phone. Ham. 8 months experience, seeks good opportunity Southern California. Prefer CBS-MBS affiliate. Consider others, too. Box 306R, BROADCASTING • TELECASTING.

First class engineer, three months experience, desires position straight engineering, available soon. Box 314R, BROADCASTING • TELECASTING.

Control operator-announcer, especially proficient with quality production; all types recording and remotes. 5 years experience Southern CBS 5 kilowatt. Good record. Excellent references. Potential television cameraman. Contact Box 322R, BROADCASTING • TELECASTING.

Engineer, first phone. 5 years experience. Veteran. Permanent. Minimum $65. Box 337R, BROADCASTING • TELECASTING.

Southeast—Engineer, experienced, dependable, cooperative, 26, veteran. Presently employed. Box 344R BROADCASTING • TELECASTING.

First phone, ham, three years military communications, technical schooling. Prefer NYC metropolitan area, studio or transmitter. Box 349R, BROADCASTING • TELECASTING.

Engineer — First phone license, no broadcast experience. 3½ years experience tape and wire recorder maintenance and repair. No announcing. Free to travel. Box 354R, BROADCASTING • TELECASTING.

First phone, 3 months experience combo. Straight studio or transmitter preferred, could handle short dj. Western states. Keith Fendall, 3639 Thirty Sixth West, Seattle, Washington.

Radio operator, 1st class license, 3 years schooling radio and television. Little experience. Phone LO 7-5205. William Holt, 3716 10th Ave., New York, N. Y.

Radio operator, first class license. No experience. 3 years schooling including television, radio service and repair. Desires position with radio broadcasting station. Irving Horowitz, 2805 Morris Ave., Bronx, New York.

Experienced transmitter operator available. Requirements? Lewis Sherlock. General Delivery, Denver, Colorado.

Engineer, first class ticket, three years experience. Write or wire Albert Schoenblum, 20 Leonard Street, Brooklyn 6, N. Y.

Production-Programming, Others

Five years experience, sport director, program director, experienced all phases sports and operation. Excellent references. Draft exempt. Contact Bob French, KCIL, phone 6828, Houma, Louisiana.

Program director. Prefer medium to large market Middle or North Atlantic states. Thoroughly experienced, well educated, sober veteran and family man, over 30. Available two weeks notice. Replies promptly answered. Box 294R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Continuity writer. Wide experience, top references. Prefer Illinois, Iowa, Minnesota, Wisconsin. Box 296R, BROADCASTING • TELECASTING.

Program director, married, desirous of change, well versed in all phases of broadcasting. Mature, good selling voice. Can produce. Box 308R, BROADCASTING • TELECASTING.

All-round man: program director, copy chief, copywriter, publicity-promos and production. Wide experience in AM, TV and agency work. Top references, college grad, vet, 29, single. Presently employed. Desires change with more opportunity. Prefers Midwest or Florida. Box 312R BROADCASTING • TELECASTING.

Attention: Sports program director available immediately. 5 years experience. Contact Bob French, KCIL, phone 6828, Houma, Louisiana.

Television

Managerial

Florida TV applicants—Executive with highly successful northern station desires future move to Florida. Can advise now and arrange for topnotch key personnel. Want profit sharing; might invest. Box 359R, BROADCASTING • TELECASTING.

Technical

Experienced Television station operator. Licensed. Working knowledge production, technical coordinator. Box 295R, BROADCASTING • TELECASTING.

TV studio engineer. 2 years experience in New York metropolitan area television with major network and independent stations. All phases of TV studio operation. AM studio and transmitter experience. Box 298R, BROADCASTING • TELECASTING.

TV applicants—Chief engineer 5 kw Midwest AM station and engineering advisor to well known TV program consultant, former network TV engineer and supervisor Midwest television station, wants change for personal reasons. Prefer West or South. 5 years TV planning, construction and operation. Best references. Can arrange personal interview. Box 311R, BROADCASTING • TELECASTING.

Production-Programming, Others

Associate director floor manager. 6 years entertainment business. N. Y. and Hollywood background. Last position top TV programs on largest network. Resume. Box 297R, BROADCASTING • TELECASTING.

For Sale

Stations

Profitable fulltime local independent in Pacific Northwest single-station market. High potential. $25,000 down and good terms on balance. See this one—you'll like it. Box 254R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Rocky Mountain station. No competition. Volume over $65,000. year. Priced to sell. Box 290R, BROADCASTING • TELECASTING.

Best chance you'll ever have to get a station of your own as low as $5,000 down. Unlimited 250 watt station in western farm town, now under-financed. Excellent opportunity for good living for man and wife or one or two engineer-owners. Box 255R, BROADCASTING • TELECASTING.

A good 5000 fulltime network station for sale in good market. Selling because of ill health. Must go South. Must act fast. No relation to leave station to. Write Box 343R, BROADCASTING • TELECASTING.

Equipment, etc.

For sale on or about January 1, 1953 one GE six bay superturnstile model TY-14F gain 6.4 complete with deicers and deicer control. Also, one RCA FM four section pylon antenna type No. BF-14D, gain 5. Box 250R, BROADCASTING • TELECASTING.

Collins 300FS 250 watt transmitter. Now in operation, KROS, Clinton, Iowa. Best offer takes.

1 kw Collins. Consider best offer above $2200 FOB KWTO. Immediate possession. J. R. Adams, 223 Spring, Webster Groves 19, Mo.

One WE type 506-B2, 10 kw. FM transmitter, complete with one set of tubes. One WE type 5-A FM frequency and modulation monitor. One WE type 54-A, 4 bay clover leaf antenna. 150 ft. type 300 Wincharger tower, never erected; complete top plate guy wire strain insulators. Other small items also available. Sold as complete lot or separately. Contact Chief Engineer, Radio Station WAMS, Wilmington, Delaware.

Andrew 40-C phase monitor. 900 feet RG8U coax. For further information contact Cliff Inman, Chief Engineer, WEAM, Arlington, Va.

Four section heavy duty RCA FM pylon WE limiting amplifier model 110-A; Johnson iso-coupler; Clough-Brengle Co., power level meter model UDA; Clough-Brengle Co., beat frequency oscillator model OD. WSAU, Wausau, Wisconsin.

New 500 foot heavy duty triangular guyed television support tower with appurtenances including cast steel swivel base pivot with RCA antenna mounting plates. Immediate delivery. Wire or write J. J. Phillips & Son, 124 E. Lachappelle St., San Antonio 4, Texas. Telephone: Fannin 4616.

For sale — 250 watt AM transmitter, Motorola, less exciter $500.00. Wire or call 2211 Gadsden, Alabama.

Wanted to Buy

Stations

Present manager wants to buy small market operation in upper Midwest. No brokers please. Write Box 260R, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Former station owner wants to buy station. Principals. Confidential. Box 351R, BROADCASTING • TELECASTING.

Daytime kilowatt or 250 watt fulltime, Northeast preferred, by present owner. No broker. Send full details on market and financial status. All replies confidential. Box 355R, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Used 5 kw AM transmitter. Box 318R, BROADCASTING • TELECASTING.

Wanted—Part or complete broadcasting equipment for 1 kw station, including antenna. State price and condition. Box 360R, BROADCASTING • TELECASTING.

We need everything to build a station. What good used equipment have you. Write or wire WETO, Gadsden, Alabama.

Corner console speaker, Altec Lansing or equivalent. Rev. W. K. Schwienher, S. J., Sacred Heart Program, 3670 West Pine Blvd., St. Louis 8, Mo.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesman

SALES MANAGER
WANTED

. . . for one of the nation's best known 50,000 watt network affiliates in a major Midwest market. Seeking executive with several years big-time radio sales experience.

Box 329R

BROADCASTING • TELECASTING

Television

Managerial

IMMEDIATE OPENING
for MANAGER

for licensed UHF station in major market. State full background, salary expected and references first letter. Box 353R, BROADCASTING • TELECASTING.

New England

$35,000.00

A fulltime network operation located in a good single station market. A real opportunity for a good operator or two partners.

Northwest

$45,000.00

A fulltime independent showing increasing profits in an attractive and growing Northwest area. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

SALES ENGINEERS

Well known manufacturer of radio broadcasting and communications equipment has openings for sales engineers in several areas including New England, Southeast, Midwest and Southwest. This is a salaried job plus increased remuneration for more sales. We want only men who are looking for permanent work and want to grow with us. Send full information first letter with picture, if available, along with territory preferred, if any. If you like selling and know equipment, you will be interested.

BOX 301R, BROADCASTING • TELECASTING

Help Wanted (cont'd.)

Technical

AUDIO ENGINEER

We have an opening for one or more men who can design and supervize manufacturing of speech input equipment, master control systems and prepare technical manuals for same. Position permanent in old established Midwestern company. Give all details first writing. Box 328R, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

ANNOUNCER-DIRECTOR

SALEABLE AM AND TV ANNOUNCER, experience on leading independents and network. Wishes TV connection, announcing plus chance to learn direction—administration. Prefer larger market. Best of references. Box 323R, BROADCASTING • TELECASTING.

>>>>>>>>>>>>> THE ANSWER

to your fall programming and budget! Top dj with hot western or pop show which does not impair his utility as announcer-newsman-program director. Why? Because he is only an assistant to the stars of the show. How? Find out! Minimum potential $500. monthly. Box 331R, BROADCASTING • TELECASTING.

AVAILABLE IMMEDIATELY

Announcer, DJ, MC, vocalist, ad-lib, song, platter & chatter show.
MUSIC, NEWS, SPORTS
Tape or disc, photo, references, complete details on request.
BOX 348R,
BROADCASTING • TELECASTING

Production-Programming, Others

Our chief announcer desires job as PD and or assistant manager. He is competent, personable and industrious. 30. A family man, sober, well educated, a veteran and experienced in net and indie operations. He has our highest recommendations. Present management would like to see him advance. Perhaps you have the right opportunity. If so, ask us for full details. Box 325R, BROADCASTING • TELECASTING.

Television

Situations Wanted

Production-Programming, Others

WANT TV PROGRAM MANAGEMENT

After two years CBS TV, NY as producer director DANGER, CITY HOSPITAL, CRIME PHOTOGRAPHER. Budget, film, story, casting supervision. Also, 18 years theatrical, motion picture experience.

Want to leave NY for more representative part of America.

BOX 316R,
BROADCASTING • TELECASTING

Mr. Television Station—

Are you looking for a talented young man with a background of wide experience in music, radio and theatre for your production department? Write: Max L. Myover, 1433 Oriole Place, Brentwood 17, Missouri.

TV Grants Now Total 49

(Continued from page 65)

and Standard Life Broadcasting Co. (WSLI), both seeking VHF Channel 12, were notified comparative hearing is required. Mississippi Broadcasting Corp. (WJQS) and Rebel Broadcasting Corp. of Mississippi (WRBC), both seeking UHF Channel 47, were notified comparative hearing is required. No action was taken on unopposed bid of Mississippi Publishers Assn. for UHF Channel 25.

Wheeling, W. Va. (Group A-2, No. 31) —WKWK Television Corp. (WKWK), Polan Industries and Tri-City Broadcasting Corp., all three seeking VHF Channel 7, were notified comparative hearing is necessary.

Battle Creek, Mich. (Group B-1, No. 15)—W. S. Butterfield Theatres Inc. and Booth Radio and Television Stations Inc., both seeking UHF Channel 64, were notified comparative hearing is required. W. S. Butterfield Theatres also was advised FCC will inquire into anti-trust matters cited in application. No action was taken on unopposed bid of WBCK for UHF Channel 58.

Worcester, Mass. (Group B-1, No. 110) —WTAG Inc. (WTAG) and The Olin Corp. (WAAB), both seeking UHF Channel 20, were notified comparative hearing is required.

The number of applications now designated for hearing, or notified of the need for comparative hearing, now totals 144.

The hearings to commence Oct. 15 in Washington include:

WABX Inc. (WABX) and Harrisburg Broadcasters Inc., both seeking UHF Channel 71 at Harrisburg, Pa. (Group B-1, No. 8).

Kendrick Broadcasting Co. (WHGB) and Rossmoyne Corp. (WCMB), both seeking UHF Channel 27 at Harrisburg, Pa. (Group B-1, No. 8).

The Tribune Co. (WFLA), seeking VHF Channel 8 at Tampa; Pinellas Broadcasting Co. (WTSP) and Tampa Bay Area Telecasting Corp., both seeking Channel 8 at St. Petersburg, Fla. (Group A-2, No. 3).

Tampa Times Co. (WDAE), Tampa Broadcasting. (WALT) and Orange Television Broadcasting Co., all three seeking VHF Channel 13 at Tampa, Fla. (Group A-2, No. 3).

City of St. Petersburg (WSUN), St. Petersburg, and Empire Coil Co., Tampa, both seeking UHF Channel 38 (Group A-2, No. 3).

The hearings to commence Oct. 20 in Washington include:

WIBM Inc. (WIBM) and Jackson Broadcasting & Television Corp. (WKHM), both seeking UHF Channel 48 at Jackson, Mich. (Group B-1, No. 13).

Sunflower Television Co., Radio Station KFH Co. (KFH), Taylor Radio & Television Corp. (KANS), Wichita Television Corp. and Mid-Continent Television Inc., all seeking VHF Channel 3 at Wichita, Kan. (Group A-2, No. 6).

KAKE Broadcasting Co. (KAKE) and WKY Radiophone Corp. (WKY-AM-TV Oklahoma City), both seeking VHF Channel 10 at Wichita, Kan. (Group A-2, No. 6).

KFBI Inc. (KFBI) and Wichita Beacon Broadcasting Co. (KWBB), both seeking UHF Channel 16 at Wichita, Kan. (Group A-2, No. 6).

Comparative hearings already have been scheduled in Washington for Oct. 1 for applications at Portland, Ore.; Denver; Canton, Ohio, and Waterbury, Conn. [B•T, Aug. 25]. Pre-hearing conferences for the Portland and Canton cases were held a fortnight ago [B•T, Sept. 1] while that for Waterbury was held last week. The pre-hearing conference for the Denver applicants has not been scheduled.

Hearing Examiner Fanney Litvin will preside over the Canton cases while Examiner James D. Cunningham has the Denver cases, Examiner Elizabeth C. Smith the Portland hearings and newly-appointed Herbert Sharfman the Waterbury hearings[B•T, Aug. 18].

Concerning the plans of WHUM Reading to commence full power operation on its high UHF channel by early December, Humboldt J. Greig, president and general manager, reported the station's newly-acquired mobile truck would be in Reading by last Friday to commence TV demonstrations and promotion. He said this week the unit will be at the Reading Fair to present closed circuit shows, following up in succeeding weeks with similar demonstations at the Allentown Fair and Bloomsburg Fair.

Mr. Greig stated major set manufacturers already have distribution in the area and plan to offer VHF-UHF sets and UHF converters. One manufacturer, which accounts for 10% of the sales there, he said, is bringing in 15,000 UHF converters initially.

Because WHUM-TV will commence operation with full power, Mr. Greig said, the market will be the primary test area for UHF and the industry is cooperating fully and watching all developments.

Mr. Greig explained Reading and Allentown presently receive fringe area VHF service but in the Bloomsburg area less than 2% of the population owns a TV set. However, there are 32 community antenna systems now serving some 40,000 homes in the WHUM market area, he added.

WHUM-TV's contract with GE is for more than $450,000 and includes the first full-power GE UHF transmitter using the klystron tube developed by Varian Assoc., San Carlos, Calif. [B•T, Aug. 11]. The transmitter is rated at 12 kw output. The GE antenna, to be erected on WHUM-TV's 1,036-ft. tower on a 1,650-ft. hill near Reading, will multiply the signal some 25 times, providing reception within a 60-mile radius, it is claimed.

Because of the height of the antenna, GE has developed a waveguide to carry the signal from the transmitter to the antenna, instead of the usual coaxial line which would cause greater signal loss, Mr. Greig explained.

WHUM-TV also will commence operation with a total of 111 program hours weekly, Mr. Greig stated, of which 30 hours weekly will be live talent presentation.

Mr. Greig will also be general manager of the TV outlet, which will use many of the WHUM personnel. Carl Egoff has been named maintenance engineer and Jim Ketchum production manager. Both were formerly with WICU (TV) Erie.

WHUM-TV will have its main studio at Reading's Berkshire Hotel but additional studios will be established at Pomeroy's Dept. Stores in Wilkes-Barre and Harrisburg. Another studio is slated for Allentown. Microwave equipment to link the auxiliary studios with Reading is on hand, Mr. Greig said. No network affiliation for WHUM-TV has been set. WHUM is a CBS outlet.

WEEU Reading's UHF Channel 33 outlet has an arrangement with GE for May delivery of its equipment and plans to commence full power operation by mid-summer, according to Michael R. Hanna, general manager of WHCU Ithaca, N. Y., and consultant to WEEU. Mr. Hanna related WEEU's plans in the absence of Thomas E. Martin, general manager. WEEU is an ABC affiliate.

WKST New Castle, according to Sam W. Townsend, president, will make every effort to expedite installation of its UHF Channel 45 outlet. Equipment has been ordered from RCA, he said, and tower steel presents no problem since one

(Continued on page 97)

For Sale

Equipment, etc.

FOR SALE

Several RCA image orthicon camera chains without lenses.

Box 224R, BROADCASTING • TELECASTING

FOR SALE

Western Electric 10 kw FM transmitter, tubes and two crystals.
Western Electric 8 bay cloverleaf FM antenna.
185' BlawKnox tower with ladder, platforms and A-3 lighting.
This equipment complete, also spare parts, etc.

Radio Station WELL, Battle Creek, Michigan

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D.C.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

FCC Actions

(Continued from page 91)

for CP, as mod., which authorized new FM.

September 3 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIEV Glendale, Calif.; KNUJ New Ulm, Minn.; WVKO Columbus, Ohio; WPTW Piqua, Ohio; KBYE Oklahoma City, Okla.; KRMG Tulsa, Okla.; KPDQ Portland, Ore.; WJIG Tullahoma, Tenn.; KRCT Baytown, Tex.; WBAP Fort Worth, Tex.; KCNC Fort Worth; KIRO Seattle, Wash.

Change ERP

KPOJ-FM Portland, Ore. — CP to change ERP from 44 to 50 kw; ant. height above average terrain from 1,100 to 1,061.6 ft. and make changes in ant. system.

WOI-FM Ames, Iowa—CP to increase ERP from 15.5 to 15.8 kw; ant. height above average terrain from 530 to 507.75 ft. and overall height above ground from 580 to 496 ft., 6 inches.

September 4 Decisions . . .

BY COMMISSION EN BANC

Increase Tower Height

WIOD Miami, Fla.—Granted CP to increase height of south tower from 300 to 464 ft.; engineering conditions.

Reinstatement of CP

WHVF Wausau, Wis.—Granted reinstatement of expired CP for new AM to operate on 1230 kc 250 w-unl., with expiration date to be six months from date of grant.

Request Denied

WLAD Danbury, Conn.—By letter, denied request for waiver of Sec. 1.324(b) of Commission's rules to permit WLAD to operate on certain night after time specified in license.

Petition Granted

KMLW Marlin, Tex. — By Order, granted petition for reconsideration of Commission action of April 17, 1952 denying application for extension of completion date for new station, set aside said action, and granted extension of completion date to March 1, 1953.

BY BROADCAST BUREAU

Change ERP

KTBC-TV Austin, Texas—Granted mod. CP to change ERP from 110 kw vis., 55 kw aur. to 102.9 kw vis., 51.45 kw aur. and to make ant. changes.

Extension of Completion Date

WEHS Chicago—Granted mod. CP for extension of completion date to 11-11-52.

Changes in Existing FM

WWDC-FM Washington, D. C.—Granted license covering changes in existing FM: 101.1 mc. 20 kw, 410 ft.

WOL-FM Washington, D. C.—Granted license covering changes in existing FM: 98.7 mc. 20 kw, 480 ft.

Extension of Authority

CBS Inc., New York—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under control of Canadian Bcstg. Corp. for period beginning 9-15-52.

Extension of Completion Date

WABD New York—Granted mod. CP for extension of completion date to 3-13-53.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH SEPT. 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	138	312	211
FM Stations	635	582	73	21	8
TV Stations	109	97	57	797*	144

* Filed since April 14.

(Also see Actions of the FCC, Page 90.)

For Television Grants and Applications, See Page 66.

Docket Action . . .

OPINION AND ORDER

American Civil Liberties Union—By memorandum opinion and order, FCC denied petition requesting clarification and revocation of Commission's order of June 11 granting applications for renewal of certain licenses of ABC, CBS, NBC and WPIX (TV), and for rehearing on such action.

Non-Docket Actions . . .

AM GRANTS

Monterey, Calif.—S. A. Cisler, 630 kc, 500 w daytime, antenna 150 ft.; engineering condition. Estimated construction cost $10,000, first year operating cost $40,000, revenue $45,000. Grantee is vice president and 1/3 owner of WKYW Louisville, Ky. Filed July 31, 1951; granted Sept. 3, 1952.

Tarpon Springs, Fla.—WBOY Bcstg. Assoc., 1470 kc, 5 kw daytime, antenna 210 ft.; engineering conditions, including acceptance of any interference from grant of William A. Wayne application for new AM station in Bartow, Fla. Estimated construction cost $31,340, first year operating cost $55,000, revenue $55,000. Principals include **A. H. Turner** (25%), commercial manager of WPAG Ann Arbor, Mich.; **Gail D. Griner (25%),** president, manager and 50% owner of WGRO Bay City, Mich.; **Frank Beauregard** (25%), owner of Beauregards Department Store, Milan, Mich., and four other Michigan residents. Filed Oct. 22, 1951; granted Sept. 3, 1952.

Whitesburg, Ky.—Ky-Va Bcstg. Corp., 920 kc, 1 kw daytime, antenna 275 ft.; engineering condition. Estimated construction cost $25,940, first year operating cost $50,000, revenue $80,000. Principals include **Charles F. Trivette** (33 1/3%), owner of Virgie, Ky., auto sales, parts and service firm; **Kenneth J. Crosthwait** (33 1/3%), general manager of WLSI Pikeville, Ky., and **Mark Webb Jr.** (33 1/3%), advertising manager of *Pikeville* (Ky.) *Daily News.* Filed Oct. 13, 1951; granted Sept. 3, 1952.

Big Rapids, Mich.—Paul A. Brandt, 1460 kc, 500 w daytime, antenna 191 ft.; engineering conditions, including acceptance of any interference from grant of WSTR Sturgis, Mich., application. Estimated construction cost $14,000, first year operating cost $45,000, revenue $50,000. Sole owner of grantee is **Paul A. Brandt,** owner of WCEN Mt. Pleasant, Mich., and Economy 5¢-$1 Store, Mt. Pleasant. Filed Oct. 9, 1951; granted Sept. 3, 1952.

Lansford, Pa.—Miners Bcstg. Service Inc., 1410 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost $32,250, first year operating cost $60,000, revenue $70,000. Grantee is licensee of WPAM-AM-FM Pottsville, Pa.

Greenwood, S. C.—Radio Greenwood Inc., 1350 kc, 1 kw daytime, antenna 300 ft.; engineering condition. Estimated construction cost $14,115, first year operating cost $36,000, revenue $48,000. Principals include **Matthew E. Williams** (18.3%), president and 10% owner of Stevens Industries Inc. (processing cottonseed, peanuts, fertilizer, cotton, sale of gasoline, automotive and home appliances, and feed), 16 2/3% owner of WGRA Cairo, Ga., and 16 2/3% owner of WFPM Fort Valley, Ga., 13.75% owner of Radio Tuskegee Inc., applicant for new AM station in Tuskegee, Ala., and 1/8 owner of Winder-Monroe Bcstg. Co., applicant for new AM station in Winder, Ga.; Executive Vice President **William C. Woodall Jr.** (25%), 50% owner of WDWD Dawson, Ga., 25% owner of WGRA, vice president and 13.75% owner of Radio Tuskegee Inc. and vice president and 1/8 owner of Winder-Monroe Bcstg. Co.; Vice President **R. Geise Dozier Jr.** (18.3%), executive vice president and 6.98% owner of Stevens Industries Inc., president and 16 2/3% owner of WGRA, 13.75% owner of Radio Tuskegee Inc. and 1/8 owner of Winder-Monroe Bcstg. Co.; Vice President **Ed Stevens** (13.3%), chairman of the board and 20% owner of Stevens Industries Inc., 50% owner of WDWD, 25% owner of WGRA, president and 25% owner of WFPM, 13.75% owner of Radio Tuskegee Inc. and 1/8 owner of Winder-Monroe Bcstg. Co.; Vice President **H. W. Seymour** (11.8%), manager of S & W Co. (dealers in hardware, seed, farm machinery, home appliances and feed), and Secretary-Treasurer **Ed. J. Young** (13.3%), executive vice president and 6.98% owner of Stevens Industries Inc., secretary-treasurer and 16 2/3% owner of WGRA, treasurer and 16 2/3% owner of WFPM, treasurer of Radio Tuskegee Inc. and secretary and 1/8 owner of Winder-Monroe Bcstg. Co. Filed Oct. 8, 1951; granted Sept. 3, 1952.

Crossville, Tenn.—Arthur Wilkerson Lumber Co., 1340 kc, 100 w fulltime, antenna 150 ft.; engineering conditions, including acceptance of any interference from grant of WBAC Cleveland, Tenn., application. Estimated construction cost $12,289, first year operating cost $30,000, revenue $36,000. Sole owner of Wilkerson Lumber Co. is **Arthur Wilkerson.** Filed Sept. 27, 1951; granted Sept. 3, 1952.

Lamesa, Tex. — **Citizens Bcstg. Co.,** 1360 kc, 1 kw daytime antenna 200 ft.; engineering condition. Estimated construction cost $19,250, first year operating cost $30,000, revenue $40,000. Equal (20%) general partners include **E. J. Watkins,** owner of South Plains Xchange Co. (buying, selling and dealing in real estate), Dawson County, Tex.; **David R. Worley,** general manager of KTFY Brownfield, Tex., and 25% owner of New Frontier Bcstg. Co., applicant for new AM station in Seminole, Tex.; **Bruce C. Zorns,** vice president and minority stockholder of Brownfield State Bank & Trust Co., Brownfield, Tex., and Yoakum County State Bank, Denver City, Tex.; **John A. Flache,** manager of Alameda Theatre, Lamesa, Tex., and owner of farm lands in Dawson County, and **Hubert F. Nelson,** radio sales and service business, Lamesa, Tex. Filed Sept. 24, 1951; granted Sept. 3, 1952.

Appleton, Wis.—Bartell Bcstrs. Inc., 1570 kc, 500 w daytime, antenna 185 ft.; engineering condition. Estimated construction cost $18,000, first year operating cost $36,000, revenue $48,000. Grantee is licensee of WOKY Milwaukee, Wis. Filed Oct. 19, 1951; granted Sept. 3, 1952.

TRANSFER GRANT

WRDW Augusta, Ga.—Granted transfer of control from Ernest D. Black (25%) and Emmet G. McKenzie (25%) to **Grover C. Maxwell** (25%) and **Harry W. Jernigan** (25%) for $110,000 (Messrs. Maxwell and Jernigan each pay $55,000). Mr. Maxwell is 1/3 owner of Maxwell Bros. (furniture store) and Mr. Jernigan is 1/2 owner of Jernigan Hardware Co. **W. R. Ringson** and **Allen M. Woodall,** each with 25% interest in WRDW, retain their holdings. Granted Sept. 3.

New Applications . . .

AM APPLICATION

Tulia, Tex.—Tulia Bcstg. Co., 1370 kc, 1 kw daytime: antenna 200 ft. Estimated construction cost $20,850, first year operating cost $25,000, revenue $37,000. Sole owner is **Clint Formby,** manager of KPAN Hereford, Tex. Filed Sept. 3.

TRANSFER REQUESTS

KAGH Crossett, Ark.—Assignment of license from Fleet Inc. to **Julian Haas** for $32,000. Mr. Haas is commercial manager of KARK Little Rock, Ark. Filed Aug. 25.

WJBB Haleyville, Ark.—Transfer of control from Roy Mayhall, H. E. Roy and Guy Roy, d/b as The Haleyville Bcstg. Co., to **Haleyville Bcstg. Co. Inc.** for $12,500, to be paid at rate of $300 monthly with 4% per annum interest on unpaid balance. Transferees include President **W. P. Thielens** (1/6), director of research and development for Gulf States Paper Corp. (paper mfr.) and 1/4 owner of WXAL Demopolis, Ala., WPBB Jackson, Ala., and WNPT Northport, Ala.; Vice President **T. H. Gaillard Jr.** (1/6), general manager of WPBB and 1/3 owner of WNPT; Secretary-Treasurer **William Jordan** (1/6), general manager of WXAL and 1/3 owner of WNPT; **T. H. Todd** (1/6), general manager of WNPT; **William Harris** (1/6), manager of WJBB, and **Ruth Harris** (1/6), council manager of WJBB. After transfer, estimated yearly operating cost $20,000, revenue $25,000. Filed Aug. 25.

WGFG Kalamazoo, Mich. — Assignment of license from Harold F. Gross to **Howard D. Steere** for $105,000 ($10,000 down, $40,000 upon closing date and $55,000 within five years at $11,000 per year with 5% per annum interest on unpaid balance). Mr. Steere was licensee of WFEC Miami, Fla., from Feb. 15, 1950, to June 1, 1952, and now is management consultant. Filed Aug. 27.

KYSM-AM-FM Mankato, Minn.—Assignment of license from present partners to same partners with this change: C. C. Clements, owner of 500,014 out of 3,648,491 shares of stock, died; his stock will be controlled by **Marie C. Clements,** administratrix of his estate. No monetary consideration. Filed Aug. 25.

KVSF Santa Fe, N. M.—Transfer of control from A. R. Hebenstreit and S. P. Vidal, stockholders of Santa Fe Bcstg. Co. (licensee of KVSF) to **New Mexico Bcstg. Co.** (licensee of KGGM Albuquerque) in which Messrs. Hebenstreit and Vidal now have same interest as they have in Santa Fe Bcstg. Co. Transfer contingent upon grant of application for new TV station by KGGM. No monetary consideration; no actual change of ownership or control. Filed Aug. 25.

WKNT Kings Mountain, N. C.—Assignment of license from Vernon T. Fox, Marshall T. Pack and Auburn C. Hayes, tr/as Kings Mountain Radiocasting Co., to **J. C. Greene Jr.** and **R. H. Whitesides,** tr/as Southern Radiocasting Co., for $1,000. Mr. Greene is

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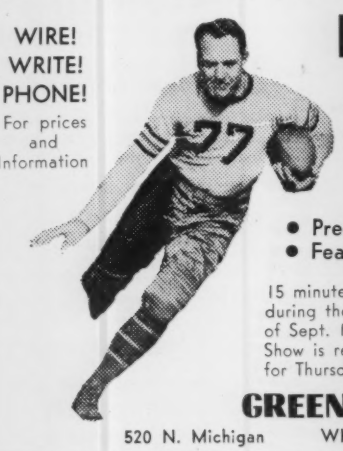
For prices and Information



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- Headline News
- Features
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15 minutes, once a week for 12 weeks, during the Football Season begins week of Sept. 14 and runs through week of Nov. 30 Show is recorded weekly and expressed for Thursday or Friday broadcasting.

GREEN ASSOCIATES
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commercial manager of WRHI Rock Hill, S. C., and 50% owner of Interstate Bcstg. Co., applicant for new AM station at Greenville, N. C. [FCC ROUNDUP, B•T, April 28, 1952]. Mr. Whitesides is owner of Western Auto Associate Store, Rock Hill, S. C., 60% owner of R. H. Whitesides & Co. (hardware and general merchandise store), Hickory Grove, S. C., 50% owner of Castle-Whitesides Furniture Co., Rock Hill, S. C., and owner of Mother & Daughter Shop (ready-to-wear store), Rock Hill. WKMT was granted CP July 10 [FCC ROUNDUP, B•T, July 14, 1952]. Transfer request filed Aug. 21.

WTOD Toledo, Ohio — Transfer of control from Edward Lamb to **Edward Lamb** individually and as trustee for his son and daughter. No monetary consideration; no actual change of ownership or control. Filed Aug. 25.

KFST Fort Stockton, Tex.—Assignment of license from V. T. Anderson, E. W. Anderson, Clyde E. Thomas, George T. Thomas and Leonard R. Lyon (each 20%) to the Messrs. Anderson and Thomas (each 25%). Partnership of five persons dissolved by withdrawal of Mr. Lyon. Each of remaining partners agrees to furnish up to $3,750 for construction of station. Nothing will be paid to Mr. Lyon for his withdrawal. Filed Aug. 21.

HEAVY TITLE BOUT

TNT Plans Nationwide

IN the first coast-to-coast theatre TV hookup the Joe Walcott-Rocky Marciano heavyweight title fight will be telecast by Theatre Network Television from Philadelphia on Sept. 23.

With arrangements already made for AT&T Long Lines, Nathan L. Halpern, head of TNT, in Los Angeles last week said that deals for transmission of the event to theatres in that city, San Francisco, Seattle, Denver and other cities are being worked out. Efforts are also being made to have a Portland theatre TV installation ready for that telecast.

In the event anything should happen to prevent simultaneous telecasting of the fight to the West Coast, Mr. Halpern said arrangements have been made whereby the western telecast will be film-recorded and transmitted to each of the theatre screens within less than an hour.

The fight will not be fed to Philadelphia theatres nor to those in New England, challenger Marciano's home territory. Neither will it be heard on radio he said.

TNT reportedly is paying International Boxing Club, promoters of the fight $150,000 for exclusive coverage rights.

Maddux to Resign

RESIGNATION of R. C. (Pete) Maddux as vice president in charge of sales for WOR-TV New York will be announced shortly. Move follows last summer's realignment of station's executive personnel and integration of many WOR services with those of MBS when Mr. Maddux, formerly sales vice president for both radio and television at WOR, was assigned to TV sales exclusively, William Crawford becoming WOR radio sales manager. Mr. Maddux, now on vacation, has announced no future plans, nor has WOR-TV named his successor. He had been with WOR for a dozen years.

TV Grants Now Total 49

(Continued from page 95)

of WKST's AM towers will be employed. The year-old WKST transmitter building was designed to accommodate TV, Mr. Townsend stated, and TV service is expected to be rendered to an area encompassing Youngstown, Butler and Beaver Falls in addition to New Castle.

Edward Lamb, owner of Midwest TV Co., reported the Massillon UHF Channel 23 station may use interim operation in order to present prompt new service to the area. Massillon is within coverage range of Akron and Canton. Transmitting equipment is on order from RCA and studio equipment is already on hand. Mr. Lamb already operates VHF stations WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

WAKR Akron hopes to commence operation of its UHF Channel 49 station by the first quarter of next year, possibly with interim power, according to S. Bernard Berk, president. Equipment will be obtained from RCA. WAKR originally ordered VHF equipment from RCA five years ago, he noted.

Meanwhile, two TV applicants have petitioned FCC with respect to their comparative hearings. WDEF Chattanooga, which seeks Channel 12 there, last week asked the Commission to dismiss the competitive bids of Southern Television Inc. and Tri-State Telecasting Corp. on grounds that they are defective.

Lorain Journal Co., Lorain, Ohio, asked the Commission to deny petition of WEOL Elyria, neighboring town, for a conditional grant on Channel 31. The newspaper applied last June 30 for Channel 31 in Lorain and WEOL applied in August for the same channel in Elyria, which is within the 15-mile community radius.

WEOL had replied to the Journal application by asking FCC to grant its own application conditionally and to set the Journal application for hearing [B•T, Aug. 25]. The Journal Co. last week replied that grant of one mutually exclusive application without a hearing on both would be prohibited by the Ashbacker decision, saying also that the decision points out that grant of one application and designation of the other for hearing places the applicant without a station on the air at an unfair competitive advantage.

Violation of the Fifth Amendment also is claimed by the Journal Co., as well as Sec. 1.382(d) of the FCC rules prohibiting a grant without hearing unless it "would not preclude the grant of any mutually exclusive application."

In addition the Journal Co. claims WEOL has not shown that prompt service is needed in Elyria or that the grant would be in the public interest or that the Journal grant would violate the Communications Act or FCC rules. The newspaper admits practices that led to denial of its Mansfield, Ohio, broadcast application because of purported stifling of radio competition, but added that the practices have been discounted and therefore it is not barred as a licensee.

OSCAR KATZ (l), research director, CBS Television, signs contract as the network orders Nielsen Coverage Service. Arthur C. Nielsen, president of audience research firm bearing his name, looks on.

TRANS-OCEANIC TV

Within Five Years Is Sarnoff's Prophecy

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is firm in his conviction that a nation-to-nation television circuit "if properly used . . . can cultivate better understanding . . . and help to reduce the tensions of misunderstandings."

He reiterated his belief that international TV can be realized within five years, while addressing the Weizmann Institute of Science at Rehovoth, Israel, July 27. He returned to the U. S. last Tuesday from his trip abroad.

During the course of a lecture on "Progress in Electronics" at the institute Gen. Sarnoff said:

"During the next five years we may expect to see television established on an international basis . . . international television will become a powerful aid socially, educationally and politically.

"I firmly believe," he said, "that before too many years pass, New York, Chicago, San Francisco, in fact all the cities and towns of the United States will be able to tune in the panorama that television will present of Israel and the Mediterranean world. Similarly, you will be able to view America as the electronic cameras swing from nation to nation."

Gen. Sarnoff was named an Honorary Fellow of the Weizmann Institute, the first so honored.

Upon arrival in New York aboard the *S. S. United States*, Gen. Sarnoff issued the following statement:

"In the free countries of Europe, some progress is visible on the surface. But as the surface problems thin out, the basic ones underneath rise to the top. In the main, they are financial, economic and political and, therefore, inseparable. To solve these, Europe needs most of all world-peace and time. Given these, I believe that progress will continue to be made.

"During our two-month stay abroad, we visited England, France, Greece, Turkey and Israel. It feels good to be home again for there is no place like America. I wish it were possible for all Americans to visit abroad, as I am sure they would return home with greater appreciation for the blessings and the privileges enjoyed in the United States."

NASSER DECREE

Judge Orders Rehearing

U. S. District Court Judge Harry C. Westover has scheduled a rehearing today (Sept. 8) on his July 31 decision [B•T, Aug. 11] overruling an earlier decree by the referee in bankruptcy, Benno M. Brink, that four feature movies produced by James and George Nasser, be made available for television showings [B•T, Mar. 10]. The pictures are being theatrically released by United Artists.

The rehearing petition was made by George T. Goggin, attorney for the brothers. Charles A. Loring, is UA counsel.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

JAMBALAYA

On Records: **Jo Stafford - Paul Weston—Columbia; Neal Hefti - Frances Wayne—Coral; Hank Williams—MGM; Rex Allen—Decca; Moon Mullican—King.**

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at deadline

METROPOLITAN OPERA TO BE ON 'OMNIBUS'

FORD FOUNDATION has signed contract with Metropolitan Opera Co. to present opera especially produced for television on *Omnibus* (its 90 minute television program on CBS-TV). For program Metropolitan will present two, and possibly three, operas in English during 1952-53 season featuring Met's foremost artists and conductors. Choice of operas and casts will be announced later. For these presentations *Omnibus* will depart from its diversified format to devote entire program to each opera.

Robert Saudek, director of TV-Radio Workshop of Ford Foundation said, "wide variety of stars and features which will appear in *Omnibus* made it essential that the world's greatest opera company, the Metropolitan, be represented. We are delighted that the creative spirit that Rudolf Bing has brought to opera will now be extended to especially produced television features in the language all America can understand and interpreted by the great stars of the operatic stage."

NEW TV APPLICATIONS

TWO applications for new TV stations filed with FCC Friday, raising total requests for TV outlets filed since April 14 "thaw" to 799 [also see TV GRANTS & APPLICATIONS, page 66]. Two other applications, both seeking change in transmitter location, came from KDYL-TV Salt Lake City (on the air since July 1948), and KPTV (TV) Portland, Ore., which recently got CP [TV GRANTS, B•T, July 21]. New applications:

Atlanta, Ga.—WEAS Inc., UHF Ch. 36, ERP 19.5 kw visual, 9.75 kw aural; antenna height above average terrain 507 ft. above ground 465 ft. Estimated construction cost $162,950, first year operating cost $350,000, revenue $625,000. Applicant is licensee of WEAS Decatur, Ga.; WJIV Savannah, Ga.; WGOV Valdosta, Ga., and KWEM West Memphis Ark. Principal owner, **E. D. Rivers Jr.** (99.9%), also seeks TV stations in Savannah, Valdosta and Memphis [see TV APPLICATIONS, page 78, for Memphis application].

Portland, Ore.—Cascade Television Inc., VHF Ch. 8, ERP 316 kw visual, 158 kw aural antenna height above average terrain 1,281 ft., above ground 574 ft. Estimated construction cost $692,367, first year operating cost $480,000, revenue $420,000. Principals include President **George C. Sheahan** (10%), petroleum distributor; Vice President **David McKay** (30%), president and majority owner of KOLO Reno, Nev., and KORK Las Vegas, Nev.; Vice President **Clayton R. Jones** (20%), president of stevedoring and shipfitting firm; Treasurer **Thomas W. Young** (10%), president of wholesale jewelry firm, and five others with minority interest.

Change in Existing Station

KDYL-TV Salt Lake City, Utah, VHF Ch. 4, ERP 0.006 kw visual (from 0.004 kw visual), 0.003 kw aural (from 0.002 kw aural); antenna height above average terrain 3,083 ft. (from 542 ft.), above ground 182 ft. (from 330 ft). Transmitter location to be 17 mi. SWW of Salt Lake City, instead of Mt. Nelson.

Change in CP Requested

KPTV (TV) Portland, Ore., UHF Ch. 27, ERP 87.9 kw visual (from 91 kw visual), 43.9 kw aural (from 46 kw aural); antenna height above average terrain 1,023 ft. (from 1,300 ft.), above ground 251 ft. (from 496 ft.). Studio location to be at 735 SW 20th Place, Portland. Transmitter location to be at north end of Council Crest Park in west hills of Portland, instead of Portland Heights.

NORTH DEBUT

TELEVISION debut of *Mr. and Mrs. North* has been set for Oct. 3 over CBS-TV, 10-10:30 p.m. EST. Colgate-Palmolive-Peet Co., sponsor of program on radio, will also sponsor television version. Sherman & Marquette is agency.

NETWORK LISTENING

PULSE'S report on nighttime radio listening in TV homes in New York area shows, contrary to popular belief, that 52.6% of radio listening was tuned to four networks as against 47.4% for independents; that all radio listening has increased in past 15 months. Survey prepared for CBS Radio.

Business Briefly

(Continued from page 5)

as musicians and colorful personalities, according to Irving Townsend, advertising manager.

NAME CHRISTIANSEN ● Jewel Food stores, Chicago, names Christiansen Adv. as agency. James Green, formerly of Herbert S. Laufman Co., is account executive. Radio used.

ARNOLD BAKERS CHANGE ● Benton & Bowles, N. Y., has resigned Arnold Bakers Inc. account, effective Dec. 1.

KIX BUYS ● General Mills (Kix cereal) signs for one-minute announcement, plus opening and closing billboards, in each of the five M-G-M Radio Attractions programs on Mutual which are available for network sale. Purchase, under Mutual's multi-message plan, is effective with return of shows on Sept. 29 after summer hiatus. Agency for General Mills: Tatham-Laird, Chicago.

FOWLER GETS DEFENSE POST

HENRY H. FOWLER, Defense Production Administrator, named Friday by President Truman as Defense Mobilizer, succeeding Dr. John R. Steelman, assistant to President, who occupied post since resignation of Charles E. Wilson. Mr. Fowler continues production post until he can determine if office can be merged with new job. He told President he could not hold mobilization post longer than end of year.

CAMPAIGN SERIES

NEW CBS-TV program, *Whistle Stop Campaign*, scheduled to begin Sunday with film footage on each of two major Presidential nominees' campaign activities. First program set for 4-4:30 p.m. EDT but subsequent shows will be carried on Sundays, 3:30 p.m. EDT. Charles Collingwood to be narrator.

ANTELL FORMULA No. 1

CHARLES ANTELL Inc., maker of Formula No. 9 hair cream and shampoo, parlayed a $240 TV show into a 12 million dollar business in two years," simply by not making mistake commonly being made today in television commercials," Charles D. Kasher, Antell president, told Merchandising Executives Club of New York, last week. "Superficially disguised radio commercials, jingles or animated billboards, don't belong on TV. They certainly can't do the job a salesman can, because no one can sell like a salesman," he said.

PEOPLE...

APPOINTMENT of **CHARLES E. WILSON**, former director of Office of Defense Stabilization, as national campaign chairman for 1952 Crusade for Freedom announced by Henry Ford II, national chairman. Mr. Ford has left for six-week trip abroad to inspect Munich facilities of Radio Free Europe.

DAVID HALE HALPERN, vice president, Owen & Chappell, New York., in charge of radio and television, to Biow Co., same city, as account supervisor on Ruppert Brewery.

LESTER S. ROUNDS, Benton & Bowles, N. Y., account executive, returns to the public relations staff of Kudner Agency, N. Y., as director of promotion, Sept. 15.

BAYARD R. HAND, formerly with Elmer Roper and John F. Dunn, with Stewart Dougall & Assoc. to Fuller & Smith & Ross, N. Y., as research associate.

ROBERT F. MESKILL joins the Chicago sales staff of O. L. Taylor representative firm, replacing Jack Grosscup, who has resigned. Mr. Meskill is former general manager of WJBC Bloomington, Ill.

NOEL E. THOMPSON, former assistant of KGNC Amarillo, Texas, reappointed to staff as sales manager succeeding late John G. Ballard. Recently Mr. Thompson has been at KFYO Lubbock and KTSA San Antonio. **KELLY MADDOX**, former NBC Chicago production director, named program manager of KGNC-TV, effective Oct. 1. He will be stationed at WFAA-TV Dallas for training until March.

BECKMAN HEADS ABC STATION RELATIONS

ALFRED B. BECKMAN has been promoted to national director of ABC's newly integrated radio and TV station relations department, Ernest Lee Jahncke, vice president and assistant to president, announced Friday. William A. Wylie, director of ABC's radio stations department, was named manager of new department and Don Buck, regional manager of TV stations department, becomes director of sales and station traffic, position formerly held by Mr. Beckman.

Mr. Jahncke said integration of radio and TV station relations does not set pattern for other ABC departments, which will continue to function separately. Station relations integration seemed logical when research showed majority of new ABC TV stations going on air will be co-owned by ABC radio affiliates, he stated.

WNBC WNBT (TV) CHANGES

WNBC and WNBT (TV) New York this week reorganize their radio and television personnel, Ted Cott, NBC vice president and general manager of WNBC-WNBT announced, because of greater expansion of local programs. Under new plan, Richard (Dick) Pack, program director of WNBT, becomes director of program operations of WNBC-WNBT. Jack Grogan, in charge of programs of WNBC, shifts to WNBT as production supervisor. Under Mr. Pack, Steve White, staff director and writer-producer of Kate Smith radio show, becomes program manager of WNBC, and Peter Affe, operations supervisor of WNBT, becomes program manager of WNBT. WNBT will have its own permanent studio and its own engineering crew hereafter.

XUM

Kellogg's does a complete job . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

American industry is big with advertising-studded successes, yet none is bigger than Kellogg. Advertising, and especially air advertising, has taken Corn Flakes and other fine products of this Battle Creek firm into every nook and cranny of our country—and many other countries. Kellogg does a complete job, from farmer to miller to delectable product to dealer to consumer. And in the rich Virginia markets, Havens and Martin Stations help the assembly line move faster.

Havens and Martin Stations, WMBG, WCOD, and WTVR, are available to alert advertisers as the modern way to sell in the Old Dominion State. There are reasons aplenty! Havens and Martin Stations are the only complete broadcasting institution in Richmond; for more than a quarter century they've featured the kind of public service that builds loyalty and affection; they bring NBC to viewers and listeners; they're a quality operation doing a job for quality products.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

Once again Detroiters vote for WWJ-TV. . . 2 to 1!

Whenever all 3 Detroit TV stations telecast the same event . . . such as the World Series or the President's speech . . . Detroit's TV advertisers get additional visual proof of Detroiters' preference for WWJ-TV. The recent convention telecasts confirmed this again . . . when more Detroiters saw the conventions on WWJ-TV than on both other stations combined. Here are the survey figures:

WWJ-TV's Share of the Audience During Convention Telecasts

Monday 7/7
8:30-11:00 P.M......48%

Tuesday 7/8
8:30-11:00 P.M......53%

Wednesday 7/9
8:30-11:00 P.M......50%

Thursday 7/10
8:30-11:00 P.M......63%

Friday 7/11
7:00-9:00 P.M......60%

Source: American Research Bureau

At all other convention sessions—morning, afternoon and late evening—viewers' preference for WWJ-TV was in the same ratio.

Ask the Hollingbery man for further facts, figures—and availabilities.

WWJ TV
NBC Television Network

FIRST IN MICHIGAN *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
ASSOCIATE AM-FM STATION WWJ